THE COIN MACHINE REVIEW

December, 1943

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The 126th Consecutive Monthly Issue of the

Coin Machine Review

DECEMBER, 1943

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Amendment Loses

WASHINGTON, D. C.—The 1943 tax bill known as HR-3687 was passed by the House on November 24th and sent to the Senate for consideration. As passed by the House the bill did not contain the recommended tax amendment suggested and presented by the Associated Operators of Los Angeles County, and unless the Senate makes some changes, the same license schedule as in the 1942 tax bill will govern coin machines.

The Senate Finance Committee will first consider the bill and meetings will be held, providing the Coin Machine Industry another opportunity to intercede and ask for a reform on the license features pertaining to coin devices. The Senate Finance Committee will then return the bill to the Senate for discussion and voting. If amendments are made and passed by the Senate the bill must then be sent to a joint House and Senate Committee for approval.

Speaking on the Washington trip and the proposed amendment, Curley Robinson, managing director of AOLAC, said: "One definite thing was accomplished. In the face of all advice given us against going to Washington because of the fear that predominated throughout the industry, and rightfully, that there would be a raise in taxation, and now, although excise taxes have been raised, there has been no raise of any excise tax in this industry.

"A thorough study of our proposed amendment will show three things: 1) That the pinball machine which is used for amusement purposes only and where the free plays or extended use is attached to the game, but where there is no redemption of such free plays or extended use, the machine will remain in the old category of $10.00 per annum.

"2) That any and all marble games, the result of operation entitling the player to extended use or redemption of free plays shall be taxed at the rate of $25.00 per annum.

"3) That all 1c coin counter games, irrespective of kind, will be taxed at the rate of $10.00 per machine.

"Briefly, all of this means that instead of being in the $10.00 and $100.00 classification, we will be in a $10.00 and $25.00 classification. It will also place all counter games in a $10.00 classification."

AOLAC has retained capable representation in Washington in the hope of steering this amendment through the different committees so that this, or similar relief, is given this industry.

The Review extends sincere best wishes for a very Merry Christmas and Happy, Prosperous New Year to its readers, Everywhere

Unfair Dealings

THE REVIEW passes the following information, received from a Chicago Distributor, along to the trade for any value it might have:

"We wish to advise you that the West Coast Sales Co., 1831 68th Avenue, Oakland, Calif., ordered from us on June 7th merchandise which, at their request, was to be shipped to them sight draft attached to bill of lading and drawn on the Central Bank of Oakland. The shipment was refused by the customer, and then several weeks later he requested the sight draft to be sent again to the Central Bank. In spite of many letters on our part, as well as follow-ups on the part of the carrier, International Forwarding Co., this concern has made no effort or offered any comments about accepting said shipment. Correspondence was signed by G. Brown as manager."

Meet Is Gab Fest

CHICAGO—The Second Wartime Conference of coin machine operators, jobbers and distributors came to a conclusion at the Hotel Morrison on November 17th and all in attendance expressed themselves as having "a good time."

Meeting lasted for three days and drew an attendance of prominent figures in the industry from all parts of the nation. As an attendance of prominent figures in the sessions which opened on Monday morning with a group of speeches by army and navy personnel and a theme speech by William Gersh, New York, who said the meeting was called for the purpose of getting the industry together for united effort to help the war.

Those in attendance had other views as to the real purpose of the meetings and had hoped that some form of national organization would result which would aid the industry in solving the many problems thrust upon it in a wartime economy. However those in charge had other ideas and no one had a plan to offer.

Eventually the suggestion went through that a committee of six be appointed to frame some sort of a skeleton organization that could be discussed at the meetings and thus make the expensive trip worthwhile to the out-of-towners who felt "sold down the river" when no concrete plans were offered. The committee labored a day, offered suggestions, asked for men to volunteer for offices and work, received no cooperation or offers, and the matter was temporarily shelved with the announcement that the committee of six would continue to work together on plans in the hope that some-

(See MEETING, Page 6)

If Your Copy is Late

Because of the uncertainties of wartime transportation, many periodicals will frequently be late arriving at destination. If your COIN MACHINE REVIEW does not reach you on time, please do not write complaining of delay. The delay is caused by conditions arising after your copy or order has left Los Angeles.

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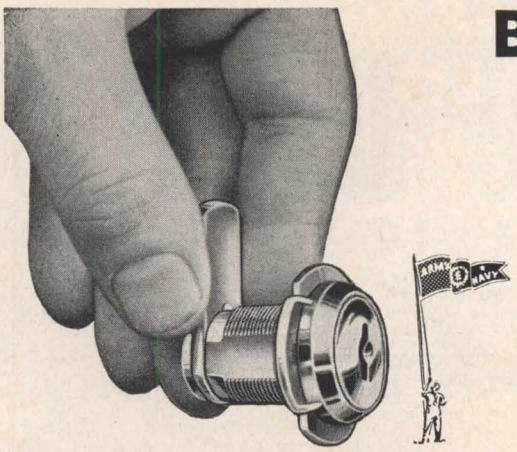

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All American	$33.50	Lite A Card Rebuilt	35.00	Seven Up	44.50
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Broadcast	37.50	Play Ball	39.50	Sport Parade	37.50
Big Chief	37.50	Polo	19.50	Star Attraction	52.50
Double Feature	19.50	Bally Reserve	17.50	Snappy	40.00
Champion	17.50	Rotation	17.50	Ten Spot	29.50
Gun Club	47.50	Sara Suzy	24.50	Three Score	27.50
Jungle	52.50	Sea Hawk	42.50	Velvet	34.00
Horoscope	42.50	Scoop	17.50	White Sails	20.00
Lite A Card	20.00			Wild Fire	39.50

Jennings Century, like new, triple jack 5c	$67.50
Superior 5c D. J.	22.50
Pace Bantam 1c, like new	27.50
Slot Cabinet Stands	10.50
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High Court to Rule

PORTLAND, Ore.—Whether automatic phonographs and marble tables can be considered a reasonable classification for tax purposes is something the State Supreme Court will be called upon to decide.

Portland operators have named the State Tax Commission defendant in two actions. Two Multnomah County Circuit Court decisions declaring the 1943 tax law on music and marble machines unconstitutional have been appealed by State Tax Commission attorneys.

Torr Gets Parts

CHICAGO—Roy Torr, Philadelphia, has taken over the entire supply of parts and globes for the Silver King line of machines for the duration.

Silver King vendors were originally manufactured by Automatic Games Co., and headed by A. F. Burt, who is now a lieutenant in the navy.

* * *

Mrs. Jones: Miss Siren says she has had affairs with every married man in town, except one.

Mr. Jones: I wonder who he can be.

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MEETING

(Continued from Page 3)

thing worthwhile might be formulated for presentation at a later date through the trade press.

That the industry needs a well organized association goes without saying and the solution likely lies in the hiring of a professional group schooled in association work, with proper lobbying in Washington, and the "know how" to approach, tackle and solve problems of the industry. There are many association organizations of this type functioning very satisfactorily for some of our largest industries. Favoritisms, jealousies and other petty nuisances are thus eliminated from the beginning; a flat fee is collected and the supporters of the association know their set yearly expense in advance.

Operators and jobbers attending the meet didn't suffer from the social side. Wurlitzer held open house all three days at the Hotel Bismarck and Bally dispensed hospitality in the penthouse atop the Sherman.

Information Sought

ALBANY, N. Y. — Henry W. Seiden, chairman of the Temporary Committee of the National Coin Machine Association which was advocated at the November meeting in Chicago, has issued a plea to associations throughout the nation for information helpful in consolidating the plans for the national group.

"At a conference recently held in Chicago and attended by a number of the leading coin machine men, a temporary committee was appointed by the body to formulate plans for establishing a sound national association to represent the entire coin machine industry," states Seiden.

"Today, more than ever, it is essential that our industry have a national organization which would enable us to consolidate our war efforts, further public relations, and better acquaint our lawmakers with the pertinent facts of our industry so as to derive just legislation.

"To enable this committee to set up a program and accelerate its work, it is necessary that they know the problems now confronting your association. We are therefore requesting that you supply us with the name and address of your association so we can contact you directly for the information we need."

Seiden can be addressed at 1230 Broadway, Albany 4, N. Y. Other committee members are Ben Axelrod, St. Louis; Thomas H. Crosby, Faribault, Minn.; Max Hurvich, Birmingham; and Earl Reynolds, Dallas.

Riddell on Army Paper

PASADENA, Calif.—Word has been received here that Lieutenant Robert Riddell has been appointed Officer in Charge of the Daily Beacon, a newspaper being issued for members of the 13th Army Air Force in the South Pacific.

Paper is a mimeographed affair, legal size, and contains up-to-the-minute news from the Associated Press, Army News Service, cartoons, maps, comic strip and a column by Walter Winchell. Publication started on December 1st.

Riddell is the son of Arch C. Riddell, owner of Harmony Cigarette Service, and was associated with his father before entering the service.

* * *

Sam: "How long did you get in the jug for shootin' yo' wife, Ham?"

Ham: "Two weeks."

Sam: "Only two weeks for killin' yo' wife?"

Ham: "Yeah, then I gets hung."

* * *

"Did you succeed in rescuing your friend who was captured by cannibals?"

"Unfortunately, when I arrived he had already been scratched off the menu."

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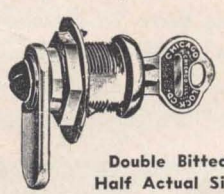

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Making Democracy and the World Mutually Safe

— by —

ARTHUR GRAHAM GLASGOW, M. E., Sc., D. Eng.

FOREWORD

(Winning the war and winning the peace are recognized by leading industrialists, economists, advertising experts and social planners as inseparable parts of the same problem—and it is one which faces us with ever-increasing urgency day by day. What matter, we are reminded, if we are victorious and vanquish the enemy on the field of battle, if in the meantime we have failed to prepare the groundwork for a permanent and secure peace when the war ends?

Mr. Glasgow's essay seeks to improve the quality and authority of the controlling human element in national government, on which all national and international issues depend, but it is not influenced by any hope of universal spiritual reaction, following this brutalizing war. On the contrary, it aims at the control of human weaknesses, in the realm of politics, by eliminating practices that now discredit democracy and threaten government.

In presenting this second installment of the three-part article by Glasgow THE REVIEW is not entering politics. Instead, in the interest of all learned individuals within our industry, we are presenting this treatise for study and consideration without editorial commendation or condemnation. *THE EDITOR*

PART II

We now reach the crux of this discussion, namely consideration of Democracy as practiced in the United States—and its foreign repercussions.

As described last month, the operation of unrestricted suffrage in Great Britain is limited by potent factors that do not exist in the United States. Moreover, in the American sense, Great Britain has no domestic racial or climatic problems. Her 45 millions cover less area than Nevada, whose population in 1940 was 110,247.

Yet, notwithstanding these political limitations and administrative advantages, supported by traditional respect for authority, the extension of British democracy to unrestricted suffrage must bear its share of responsibility for the contemporaneous shrinkage of Great Britain from world-leadership to the current status of herself and of the world.

On the other hand, the United States, with 34 times the area of Great Britain and with the gravest racial and administrative problems, has practically no brake on unrestricted suffrage except the Constitution—which is subject to amendment as follows:

"The Congress, whenever two-thirds of both Houses shall deem it necessary, shall propose Amendments to this Constitution, or, on the Application of the Legislatures of two-thirds of the several States, shall call a Convention for proposing Amendments, which, in either Case, shall be valid to all Intents and Purposes, as part of this Constitution, when ratified by the Legislatures of three-fourths of the several States, or by Conventions in three-fourths thereof, as the one or the other Mode of Ratification may be proposed by the Congress;" (such action is not subject to Presidential veto.)

The first mode of ratification has always been followed, except in the case of the twenty-first amendment revoking prohibition; and the decision of each State Legislature might have been determined by a mere majority of its voting members.

Moreover, where there are more than two candidates, members of both the Congress and the State Legislatures may be elected by pluralities far less than the majority of those voting; and the Constitution is interpreted by a Supreme Court appointed by Presidents possibly elected (through the Electoral College) by even less than a plurality of those voting.

It goes without saying, therefore, that any evils resulting from unrestricted suffrage, as practiced and restrained in Great Britain, will be correspondingly magnified by unrestricted suffrage—practically unrestrained—in the United States.

XII

As noted last month, the British civil service is divorced from politics until the Prime Minister and his Cabinet (all being members of Parliament) are reached. Whichever party is in power, and however mistaken its domestic and foreign policies, it is assured of administrative efficiency.

With far greater domestic problems, the United States, in step with extension of suffrage, has been largely ruled by "spoils-patronage" as expressed in Andrew Jackson's slogan, "To the Victors Belong the Spoils!"

The "spoils-patronage" system has become both the weapon and the armor of our politicians, beginning with the President; and has broken all records during the present Administration.

Its long-practiced methods of Federal aid for local interests—usually obtained by trading in congressional votes—include:

Useless deepening of rivers and harbors; one-sided civil-war pensions; unneeded roads and larger postoffices; repairing reckless depletion of farms and forests; and many other responses to localized "lobbying."

More recently have been added: Bonuses and allowances to uninjured "veterans" of the First World War; vast agricultural and unemployment expenditures; improvident silver and unlimited gold purchases; many other responses to broadly organized "lobbying"; and, perhaps even more disturbing, Federal aid urging municipalities to engage in tax-free competition with the existing heavily-taxed utilities, already providing ample supplies of electricity with efficiency that is the envy of foreign Countries. To wit:

(a) *The Recent Convention of the American Legion* voted to admit our New Forces into that organization. Our Armed Forces are to number 11,000,000 by the end of

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1943. If our past "politics" persist, and if these immense Forces (and their families) repeat the demands of the Legion following the First World War, the Treasury will be virtually in their hands after this Second World War.

(b) *Agricultural Expenditures* in 1941 (according to the World Almanac) totaled $1,368,757,026, or about one-quarter of the annual spendable receipts of the Treasury in preceding years.

Notwithstanding this huge tribute and the maintenance of "parity prices" as minima, the "Big Four" farm organizations, through the congressional Farm Bloc, seize every opportunity afforded by this war of survival, to extort further benefits from their countrymen, and thus defeat our belated efforts to check ruinous inflation. See the ugly disclosure by Raymond Clapper in New York World-Telegram, Sept. 25, 1942, reproduced in Reader's Digest of Nov., 1942.

(c) *Unemployment expenditures* in 1941 (according to the World Almanac) totaled $1,735,255,043, being about one-third of the annual spendable receipts of the U. S. Treasury in preceding years. Countless examples of wasteful ways, means, and habits of this vast expenditure may be left to speak for themselves.

(d) *The Silver Purchases* (paying from 60% to 100% more for domestic than for foreign silver) are far worse than a sop, of the usual political character, to secure the votes of the "Silver States".

This past and continuous purchase and storage of silver, regardless of the critical need for it in our war industries and the disturbing effect on the currencies of China and other Countries, is bluntly described in *Twelve Men Against The Nation*, condensed from Barron's in Reader's Digest of Nov., 1942. To quote therefrom: "Yet, though our government is also aware of silver's strategic importance today, politics prevents the use of the one war metal of which we have a surplus . . . This country's silver policy, which has been merely an annoying scandal for eight years, is now a crime."

(e) *Unlimited Gold Purchases*, at a fixed price for all, are inexplicable. Why should we enrich alien gold-producing countries, in order to establish an artificial mine of useless gold in Kentucky, when (for the merest fraction of such expenditure) we might have been accumulating strategical materials now priceless, of which we are a "have-not" nation?

The Secretary of the Treasury, in replying March 22, 1939, to Question 6 of Senator Wagner's Questionnaire, "Why doesn't the Treasury stop buying gold?", gave lengthy explanations that boil down to this—We have seized the bull by the tail and cannot let go! Since then the Treasury has acquired some eight billions more gold.

Confusion is worse confounded by the present action of the Government—while continuing unlimited purchases of foreign gold—in closing all domestic gold mines, except those of insignificant size or producing substantial quantities of other metals, because strategic and base metals are now more desirable than gold.

(f) *Federal Aid, to Induce Municipalities to Compete with Existing Utilities*, prior to 1938 comprised free grant up to 45% of the cost of labor and materials needed, with loan of the balance required for completion of the new project—which prohibited the purchase of existing plant. Such wasteful duplication, by a tax-free competitor who need not make both ends meet, means the use of the public's money (partly provided by taxation of utilities) to destroy the public's investment in existing utilities.

Since 1938 such duplication is authorized, only if existing facilities cannot be obtained "at a reasonable price". This, in effect, means compulsory sale at the purchaser's price—and the total loss of the huge Federal taxes paid by the utility purchased or destroyed.

XIII

In the summer of 1941, President Benson (of Harding College, Arkansas), supporting the ceaseless war against waste of Senator Byrd, showed congressional committees how two billion dollars (over one-third of the Treasury's spendable income in preceding years) could be annually saved in domestic non-defense expenditure. Somewhat similar savings have been urged by the Brookings Institution and other public-spirited bodies—and less definitely by the Treasury.

But, although Dr. Benson received the unanimous thanks of the Ways and Means Committee for this testimony, and the *Chicago Journal of Commerce* issued two million reproductions before its public was satisfied, "politics" prevailed—until vast war-wastes absorbed some of this peace-waste.

Much is heard nowadays concerning morale; but what can be more destructive of national morale than demoralizing national "politics"? Both in language and in national tolerance, "politics" has become an explanation or excuse for any so-called political actions which do not over-step the borderline of "racketeering". Otherwise good citizens will do for party or self, under the guise of "politics", what they would never do in their purely personal relations with society-at-large.

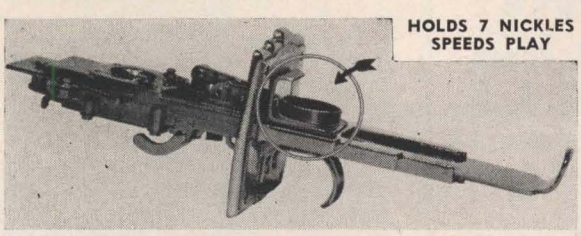
Not only has such "politics" destroyed efficiency in local, state and national administration, but acquiescence in such methods by the nation-at-large, as inseparable from democratic government, has correspondingly deteriorated the character, not only of our government, but also of our citizenry. In short, "spoils-patronage" is both incredibly wasteful and nationally degrading.

All this and more are the evil fruits of "spoils-patronage"—a legal growth of indirect bribery and corruption, that has its upper roots in never-ceasing electioneering and its deeper roots in unrestricted suffrage; for an unworthy vote, sufficiently large to hold the balance of electoral power, is needed to maintain such a system.

XIV

Still more menacing, because they threaten both national and individual liberty, are the organizations which attain their ends by direct impact of "strikes" against the

(See DEMOCRACY, Page 10)



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To Our Customers Everywhere

Few, if any of us, will "celebrate" Christmas this year as we Americans usually do, for many of us have someone very close and very dear serving with the Armed Forces of our Nation somewhere in this Country or along one of the many and far-flung battle fronts over the world.

Most of us, though, do feel a little closer to one another—have a better understanding of the true meaning of "Good Will Toward Men," and some knowledge of the meaning of sacrifice.

So we say to you: "Thank You"—for your patience with us, for all the goodness you have shown us, during this second year of War.

During the past two years, the part we have played in the National effort has necessarily been small in comparison with that of many other and larger firms. However, our contribution has been wholehearted and sincere. Frankly, we cannot reconcile big profits and soft jobs with days and nights in a foxhole or in the crow's nest of a tossing destroyer on patrol. Our normal business was not sacrificed for a War Contract with lush profits.

When weighed against the sacrifices our fighting men have made and are making, nothing you or we have given up or will have to give up in the way of normal business, pleasures, profits or comforts can ever balance the scales.

And, with this in mind, we say: "May this Christmas Season bring to you a generous measure of peace, both in heart and mind, together with the needed courage and determination to continue devoting every effort that will be helpful to Victory and that future day when you and we and all the peoples of the world may again know 'Peace on Earth'."

When that day comes, we are confident that all of us will have more "Good Will Toward Men" in our hearts.

Sincerely,

Lucille and Paul Laymon

Paul A. Laymon

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DEMOCRACY

(Continued from Page 8)

public welfare—withdrawing supplies or services essential for health, life, or national security. Possibly worse even than such pressure to enforce selfish demands, is the legalized tyranny of these organizations over the individual's right to work and the employer's right to produce.

Recent extension of such tyranny compels an artisan, satisfying his employer, to have trade-union fees deducted from his wages or lose his job, even though he disapproves of and has resigned from the trade-union in question; and the employer must serve the trade-union by collecting its membership fees through deduction from wages.

Thus, under the guise of "maintenance of membership", and by other methods, the "closed shop" has been given the status of national policy.

Moreover, especially since trades-unionism quarreled and split, the national war effort has been imperiled by so-called "jurisdictional" strikes, to settle whether A.F.L. or C.I.O. or another was "boss" of that particular war effort; and no faction, after extorting from the government dictatorial powers over its allotted share of our war industry, has been able to prevent "unauthorized" strikes.

With trades-unionism in the forefront, the farm and silver blocs, the huge vote financed by unemployment and agricultural "veterans" (past, present and future) constitute a group of minority dictatorships within the nation, whose menace outweighs the more traditional evils of "spoils-patronage".

Every reasonable person would approve of national groupings of workers at trades or veterans of wars, which are organized to promote the usefulness of such trades or services, and to help those in need who are or have been worthily connected therewith; provided that such organizations utilize their own talents and resources, without political pressure to extort from the nation more than is just to others—leaving questions of state and national aid to the unbiased judgment of all.

Such reform would greatly help to keep upward the trend of American citizenry—the character of its citizens being the real wealth of any Country.

XV

Few American citizens, except those benefiting therefrom, will deny the major evils indicated in the foregoing paragraphs. Nevertheless, our citizens generally support our present democratic practices, as a whole, because they believe that, notwithstanding such supposedly inherent evils, American unlimited democracy has proved itself to be the best form of government the world has yet seen.

On the basis that "the proof of the pudding is in the eating", they claim that the far higher scale-of-living in the United States—where every four and one-half persons had pre-war a private automobile, and where every working person now receives the world's highest wages for 40 to 48 hours a week (the latter counted as 52 hours, with 100 percent adjustment for the seventh day)—demonstrates the unique excellence of our present democratic methods.

Because we already have the best form of government, in an ill-governed world, is the very reason we should eliminate its outstanding evils; and thus provide ourselves, and any other nations who desire and are fit for peaceful freedom, with the type of national government which is essential to the success of any system of collective security for world peace.

Moreover, such superficial reasoning, of those content with our present political practices, neglects these dominating facts:

(a) We received, as a free gift so to speak, the greatest and richest Country ever possessed by anv Nation;

(b) We have since been living recklessly on the capital of that vast natural wealth. We have been consuming not only what we produce, but also our irreplaceable natural assets; (June 25, 1943, the Secretary of the Navy predicted the exhaustion, within twenty years, of our known oil reserves!)

(c) Fortunately, it is false that the political evils we have developed are inherent in the democratic system; and

(d) Fortunately, it is true that they can be sufficiently eradicated, if we will, without domestic disturbance and with untold benefit to national and international life.

XVI

Regarding (b)—Fertile fields and prairies have become barren wastes and dustbowls; mammoth forests have become deserts of stumps, with consequent floods and droughts. The more accessible oil, gas, coal, and minerals have been so exhausted, that greater and more expensive efforts are progressively required.

There is no longer an easily penetrated frontier, beyond which lie rich opportunities. The cream has been skimmed far and

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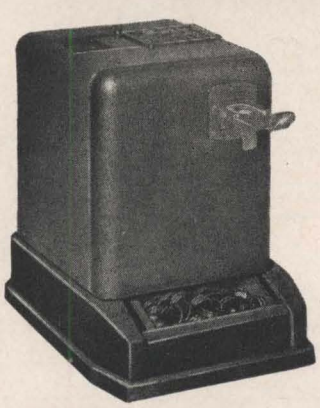

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wide, and it is not cream that rises over night.

Moreover, national values and opportunities, for future generations, have been greatly diluted by huge immigration—much of it of the least desirable character. For an improvident suffrage was slow in resisting the claim of greedy opportunists, that any limitation on immigrant labor was thwarting progress, by impeding the development of the country.

Not only are we leaving skimmed and diluted milk to future generations, but we are saddling them with astronomical national debt. Apart from city, county and state obligations, the national debt may amount to 300 billions (or more) after this Second World War—due to blind isolationism for which future generations have no responsibility.

Lest it be thought that credit is omitted for developments resulting in so-called permanent improvements, it should be noted that the growth of population and of science and technology (which are continually changing habits of life) are tending to make such improvements more of a liability than an asset for future generations. For costs of maintenance and insurance may continue after usefulness ceases (owing to obsolescence, inadequacy and physical decay)—while interest charges on the first cost provided by bond issues may be never ending.

Obvious examples of obsolescence and inadequacy are the changes, and the consequences of such changes, in methods of transportation; ranging from brute power, through steam, water and electric power, to the internal combustion engine—now resulting in new and vast road and air transportation, further impairing the values of railroads and public utilities.

Moreover, the general private use of motor cars has induced a migration to the surrounding country, which disastrously affects residential values in municipalities—where mansions are being scrapped, formerly desirable apartment houses offered for a fraction of their bonded indebtedness, and owners unable to give away cooperative apartments which recently cost large sums. The better the residential property, and the higher the corresponding taxes, the lower the present value.

In short, the fierce upward surge of taxation (plus the servant problem) has made it impossible to use the accommodation which recently housed those who paid most of the growing municipal expenses and interest charges; so that the next generation may be facing municipal bankruptcy. Similar fate is, in turn, overtaking the country properties to which those former city residents have migrated.

Above all, we were so determined to preserve our unearned high scale-of-living, that it has been chiefly responsible for the isolationism that has caused or permitted this Second World War; which will eventually reduce our scale-of-living to the residue left for spending (after taxation and other charges) of what coming generations can actually earn—while burdened with national debt of perhaps 300 billions.

The shallow theory that "domestic debts do not matter" is possibly tenable in a completely communistic state—which may be what its proponents want. But let us hope that such condition will never prevail in the United States of America.

XVII

It seems crystal clear that the amazing improvidence and impotence of democratic statecraft, and the carrying of national "politics" hinged on isolationism into the conduct of world affairs, are chiefly responsible for this Second World War in 21 years. Failing adequate change in the character and potency of such statecraft, each succeeding generation may face the fact or the threat of similar world destruction.

This bankruptcy of democratic statecraft has caused monstrous absurdity in the world's status; for the only present form of national government is one or the other of two opposite extremes which cannot live at peace in the same world.

Pointing the apex of that absurdity, the recent failures of democracy in five of the Great Powers show that the deficiencies of current democracy have, by reaction, created the very dictatorships which are now all-out to destroy the two remaining Great Democracies.

Obviously, the greatest and most imperative need of democracy and of the world is a kind of national government which will generate peaceful adherents rather than deadly enemies; and the greatest contribution America can make to the welfare of both herself and the world is to provide that essential form of democratic government.

If we will, this vital result may be attained by merely eliminating from our own democracy its indicated outstanding evils; which are largely due to unrestricted suffrage expressed in frequency of elections, requiring ceaseless building and rebuilding of individual and party "political fences"—and somewhat to the present structure of the Senate.

(The third, and final, installment in this unusual and informative essay, dealing with "Proposed Remedies" will appear in the next issue.)

* * *

Freshman: "Is the dance formal or can I wear my own suit?"

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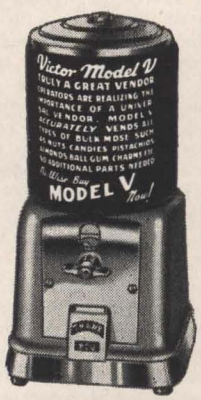

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What We Need Is A Darned Good Survey!

by

Henry Murchison

(In this amusing article Murchison contends that "for want of a survey the Industry is still small time." Satirically written the deductions may, or may not, be of any value but at least the subject is humorously treated and should provide a chuckle or two.—EDITOR)

AFTER months of thinking I've come to the conclusion that the one thing needed to make the Coin Machine Industry a big-time affair is a survey or analysis of all its customers. Take breakfast foods, for example. Any manufacturer worth his puffed rice can tell you, quicker than you can "crackle, pop, snap," just who buys his product, and how many, and why. Take radios. Any broadcasting station can rattle off statistics on listeners so that your head will swim and you'll listen for one of the next commercials that advises what to take for headache and an upset stomach. Take automobiles. Anyone can tell you how many 1943 automobiles were made and exactly who bought them (excluding cars for the armed forces, of course). But who can tell about the Coin Machine Industry? Practically no one, inside it or out, and that is undoubtedly why it's not become as important as radio or breakfast foods or automobiles.

An item in the papers recently asserted that the average movie-goer's age is now 24, and that last year he (or she) was 26; the reason for the change is the addition of so much pocket money to the exchequers of the pre-draft group of 16 to 18 year olds, who brought down the age level. Things like that are significant. They can't be overlooked. And the movie producers, who have been making films for 12 or 13 year olds—or so we have heard—undoubtedly will now reduce their level, very properly, and make films for 10 and 11 year olds to meet this downward trend. You don't think the fact is important? Well, let us tell you the discovery was made by no less than a subsidiary of the Gallup Poll. Now will you believe us when we say it's important?

And whom do we have to report for the Coin Machine Industry? Not a statistical bureau, not a high figure within the industry whose findings are based on long, extended study. We have the manager of a telegraph company—and the Kansas City manager, at that. From him it may be gathered that so long as anyone chases fire engines, he's a probable, or at least prospective) patron of marble games. (Will someone try to stop Mayor LaGuardia for a moment? He ought to be one of the best.)

No doubt you'd like to know what led this telegraph manager to this conclusion. It seems he hired 60 retired local businessmen to act as messengers for his company. They ranged in ages from 50 to 83. After trying them out he made the surprising discovery that "They are conscientious and are not distracted from their jobs by fire engines and such things. Pinball machines don't even interest them."

There was another item in the same paper, just below this startling pronouncement. This other item was a comment by a WAC technician, 5th grade. She said: "He's a strange animal, this soldier. He thinks, if you date him more than twice, you're trying to go steady. But if you date someone else, he thinks you're fickle. If you have a boy friend at home but date anyway, you're faithless. If you don't have a steady boy friend at home, he thinks you haven't anything on the ball." That is a very good commentary on life and love, but unfortunately it doesn't get us anywhere with our survey of the Coin Machine Industry.

We do recall, now that you point it out, that there have been a few surveys made of the industry. Why, even such an august body as the United States Chamber of Commerce went around and counted machines in the various tyes of locations, or something of the sort, and of course the manufacturers and the reliable trade papers can tell you just about how many operators there were last week (they haven't had time to note the changes yet this week, we're sure) in each state of the union. But those things are taken for granted. That is, *any* industry will do that.

What is needed here is a count of the number of users of equipment, and all the facts about them. The movies can tell you that they have 70 million or 90 million—or anyway some million—moviegoers a week. That makes them big time, see? Not the fact that there are millions of 'em, but the fact that they've gone to the trouble.

And necktie manufacturers can tell you, before they start out each season, that bright blue or red neckties will be very popular, and at the end of the season, sure enough, they'll pull out their sales charts and show you just how many gross of bright blue and how many gross of red neckties were ordered and how many were cancelled. You see, it's all very conclusive. Now what manufacturer in this industry would dare to make a prediction in advance as to how many bright blue or how many red vending machines would be bought? (We understand, by the way—just as a matter of interest in reporting style trends—that khaki neckties are still very popular.)

Let's take something else, now. Let's take toothpaste, for example. Do you think everybody buys toothpaste? Certainly not! Some people buy tooth powder, and some old fashioned folks are so old fashioned they use salt or baking soda or (we actually saw this at first hand) even soap. And the manufacturers can tell you what percentage of the population uses each type of product. But they go much farther. They can take their own product and tell you how many people buy it in a small drug store, how many buy it in a medium-sized drug store, and how many buy it in a large drug store. Undoubtedly all of these are successful drug stores because they carry their product, no matter whether they're large or small stores, so if you're thinking of starting a drug store on the side you'd better investigate and stock this item. You see how important things like this are.

Of course every operator is apt to know his best locations; probably he can tell you (but won't) that the small spot, or the medium-sized spot or the large spot is best for him, because—. But that still doesn't make the industry really big-time. No. Any other industry would not only know which spot was best for the product, but would have made endless surveys to learn how many left-handed people and how many right-handed ones buy the product. You see, you never thought of that. Perhaps, after all this time, some one may discover that a preponderance of left-handed clients in certain sections justifies the creation of left-handed marble tables, instead of making them a hundred percent right-handed models.

Then getting back to this business of color, since color is so important in merchandising. Has this industry taken the trouble to determine the extent of the effect of color blindness on the use of its equipment? I daresay not. Some extensive research might well reveal that there are people who don't play marble games because they can't distinguish the differences in the scoring in the colors on the backboard. It is even possible that some potential customers, afflicted with color-blindness, pass right by certain pieces of equipment thinking they must be something else. Ah, color is important, gentlemen—but perhaps it had better not be red. Remember these elderly gentlemen, reported on earlier in this discussion, not only are not distracted by pinball machines, but don't chase fire engines and presumably are not interested in fires. Thus the color red is ruled out for at least one large group of prospective amusement customers, and

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have you ever realized how many people there are who are 50 to 83 years old, or will be? You can't discount a solid section of the public like that in figuring profits and losses.

It's unfortunate that we must recognize the fact that we, as a people, are not a hundred percent physically perfect. We must be aware of near-sightedness which, with color blindness, may cause a loss of some of the potential business. And those who are hard of hearing—perhaps their trade is lost because they can't hear the bells or other sound effects provided as part of the edification or usefulness of all sorts of devices. Take even the peanut vending machine; what pleasure is there in it for a customer who can't hear the peanuts rolling down into the little cage after he's dropped in his penny and pushed the lever? He misses at least half the pleasure of his purchase, and who can blame him, then, for not squandering money on half-pleasure. You see how it is—a big-time industry would look into these things.

After all, right or wrong, your customer must be pleased and satisfied if he's to be made to come back for more of whatever you offer. As we said before: Take breakfast foods, or neckties, or toothpaste, or practically anything you want to (provided, of course, you have any necessary ration coupons, and enough spare change in your pockets). You see how it is. Even you come back for more, and are you different from anyone else? No, of course not. These are big-time ventures. They've made surveys, and they know.

So why should the Coin Machine Industry be different? It isn't enough to worry about license taxes and sales taxes and income taxes and excess profits taxes and victory taxes and bookkeeping and red tape and all the other little odds and ends. That's the trouble — the industry seems to be cluttered up with little worries like that, when it should be worrying about finding out who its customers are, and where they live, and how and why, and sometimes when, as we once learned in a journalism course. Then everyone can get together in a big meeting and elect a board of directors and hire a vault and gather all the data into a huge file of facts which tell everything about the customer of the coin machine and put the file in the vaults and forget about it, because by then the industry will be big-time, in the sense of the word that all these other industries are big time, and it won't matter about all the data. Good day, gentlemen.

* * *

"Darling, haven't I always given you my salary check the first of every month?"

"Yes, but you never told me you get paid twice a month—you low down, unprincipled embezzler."

ANOTHER MONTH NEARER VICTORY!

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From Our Boys In Uniform

Dear Mr. Blackford:

I'm living in barracks again after two happy months in a tent. These coastal blasts almost blew our tents away several times, so we've moved.

Though it's much warmer in the barracks I prefer the tent where five minutes' work cleaned the place. Here, we sweep, mop and dust each morning and Friday night's "bucking" for Saturday's inspection is a sight to make even a Buck-Sgt. grin. All that shows are - - - and elbows moving along the floors and walls.

Today we're preparing for a hearty Thanksgiving Dinner. Otherwise this day is the same as all others. For my group, a P. M. student group, it means being awakened at 5:30 a.m., reveille at 6 a.m., chow at 6:30, then clean-up, make beds, etc., until 7:30 when the training program begins.

Last week we were "promoted" to the advanced training group, which means we are considered sufficiently strong to undertake severe and gruelling training. The new obstacle course is really tough. It's much longer than the practice obstacle course and has many new devices. The course must be crossed with full field pack, which is a real workout in itself.

Two of the obstacles are over water and I almost fell in both times. A rope leap is usually easy but in swinging over the water I looked down and almost lost my hold, but managed to reach land safely. Then, in returning, we crossed the brook over a log. I reached midway alright and then started to look at my feet. For about a minute I teetered like a tight rope walker on the log with my pack dragging me down. I made a dash for land and reached the end of the log, leaped for the muddy bank, and slipped on the damp ground almost sliding backward into the stream. I got up triumphantly, muddy, but comparatively dry.

We'll soon go on bivouacs which, in midwinter, should be a real thrill.

NEXT DAY. My letters must be written in installments since I never have enough time for a complete note. Thanksgiving in the army was made memorable for us, not so much by the meal, which was sumptuous, as by the simple service which was held outdoors by the Battalion Chaplain. His simple prayer and our own personal prayers made a deep impression on all of us. In fact we were so deeply stirred that when we left for the obstacle course immediately after the service, 10 fellows fell into the water obstacle—including me—and I came out wet, angry and anything but thankful for God's goodness to me.

For Thanksgiving we had a fruit cup, turkey rice soup, roast young turkey, dressing and giblet gravy, buttered corn, cream potatoes, candied sweet potatoes, cranberry sauce, buttered carrots and peas, individual lettuce and tomato salad, celery hearts, assorted pickles, bread and butter, pumpkin pie, ice cream, chocolate cake, assorted candies and nuts, fruit cake, tokay grapes, blended juices and coffee.

Last week marked my first anniversary as a soldier. I celebrated it by working extra hard for inspection so I could get a pass for the weekend.

This past year has been an extremely beneficial one and as happy as present day conditions permit. I think I had the edge on the advantages for I have been helped terrifically physically and mentally by my 1943 training. Next year I hope to be able to help my comrades with greater work and aid than would have been possible without my preliminary instruction.

Private Harry Bortnick

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Texas "Take" Up

AUSTIN—State Comptroller George H. Sheppard reported on November 24th that coin machine taxes totaling $299,103.10 were collected by the state in the 1942-43 fiscal year. This collection represents an increase of $25,408.26 during the 1941-42 year.

Breaking the figure down Sheppard said that $241,022.50 came from slot machines, marble tables and other devices legally classified as "skill or pleasure machines"; $58,080.60 was derived from automatic phonographs.

Penny merchandisers and cigarette machines are not taxed although the cigarette machine must post a paid permit certificate and the state collects three cents tax on each pack sold.

Cleere Buys Frankrich

FORT WORTH—Clarence Cleere who recently moved to Fort Worth from Brownwood, Texas, has purchased the automatic phonographs and cigarette machines formerly operated by the Frankrich Distributing Co. About 200 pieces of equipment were included in the deal and Cleere expects to keep the equipment in the locations now being serviced.

Frankrich will continue to operate marble tables in this area, as well as its Arcade in the downtown area. Leslie J. and Jack Frankrich comprise the company at present for Sam Frankrich is now in the army.

Texas Group Grows

DALLAS—The recently formed Texas Coin Machine Association now boasts of more than 100 members and it is hoped the membership will exceed 200 by the first of the year, according to an announcement coming from President Earl Reynolds.

Although only formed last October the group has concrete plans for the advancement and maintenance of the Industry in Texas and operators have been quick to realize the advantages to be gained through an affiliation. Plans for next year's work are now being perfected.

At a meeting in mid-November in Chicago of coin machine personalities from various parts of the country, a committee of six was selected to formulate plans for a national organization. President Reynolds was honored by being selected as one of the committee members. Although the meeting ended without an association being formed the committee intends to work on ideas and plans with the hope of forming such a national group when conditions warrant.

Vice Presidents of the Texas Association have not been appointed at this date but the appointments will be made from a list of men who have contributed time and finances so liberally since the organization move was launched.

Texas operators who are not affiliated with the group are urged to get "on the bandwagon" now by sending in your application and remittance of ten dollars to Earl E. Reynolds, 1713 Young Street, Dallas.

HOUSTON

HOUSTON, Texas—Tony Arwady, part owner of Two Brothers Amusement Co., might claim some sort of a record for one of his phonographs that has been broken into and robbed four times within a few weeks. According to a newspaper report, Tony estimated his loss at $400.00 cash and $350.00 repairs. The box is located in a downtown dance hall, near a window, located most conveniently to a fire escape.

Operator William (Bill) Peacock was head of the wardrobe committee for the Annual Shrine Circus held at Houston Coliseum No. 8th to Nov. 14th inclusive. This is the largest indoor circus in America.

Attractive Wilmer Nye is well along into her second year as secretary of Houston Amusement Co. She says the work is very interesting and she actually enjoys it.

Your Houston Correspondent is indeed happy to have his friend and your friend, Tom Murray, as editor of the Texas and Great Southwest department of THE REVIEW. It means that yours truly must somehow, some way, find time from a 7-day-a-week war job to reporting what is happening in Houston and South Texas. Because if he doesn't ole Tom will have the world believing that "all good Texas operators are in Dallas and Fort Worth." (You boys know those North Texans; always behaving like a one man Chamber of Commerce Publicity department). However, recent records do prove your correspondent does need a prod in the seat of the pants and he is all too happy that it be given by such a great guy as Tom Murray.

John G. Wright

FORT WORTH

FORT WORTH—Operators in the Ft. Worth and Dallas area are looking forward to a big holiday business. With thousands of soldiers and sailors in town the coin chutes will be kept working and cash boxes will overflow. Arcades are braced for a bumper run and venders will sell out of merchandise faster than they can be serviced. Phonographs will hardly enjoy a silent moment except for record changing time. From where we sit it looks like the biggest holiday season for operators is looming.

Jack Maloney, Panther Novelty Co., will place the coin-operated music equipment in the new and gorgeous Chicken Bar which will soon open in Main street. This new bar is one of the most expensively furnished and largest in the city. Automatic equipment will have its place in the new establishment.

Coin machine row continues to lose some of its members to the service every week. More than 50 coinmen from the row have gone into some branch of the service since the war started.

Eddie Vinson, well known coinman of this city and former service man for the Novelty Co., died recently from a heart attack. Vinson, at the time of his death, was a civilian air pilot instructor for the army. He is survived by his wife.

The Ft. Worth Live Stock Show and Rodeo which opens in early March will, as usual, afford another "hot" period for coin machine cash box inflation. This event brings in all the big-wig stockmen who come to town to spend.

Tom Murray

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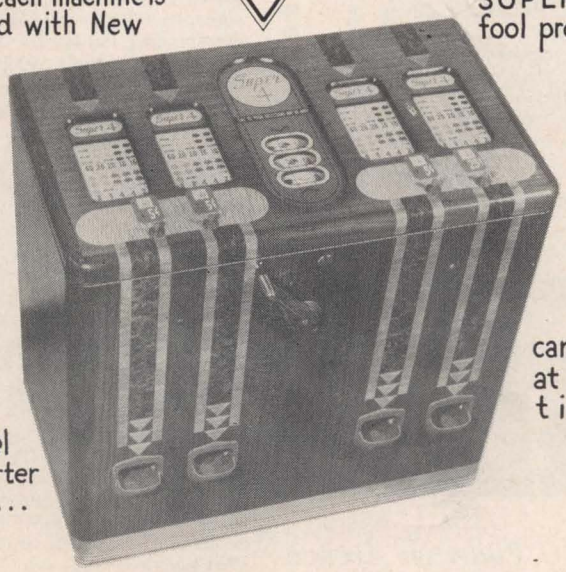

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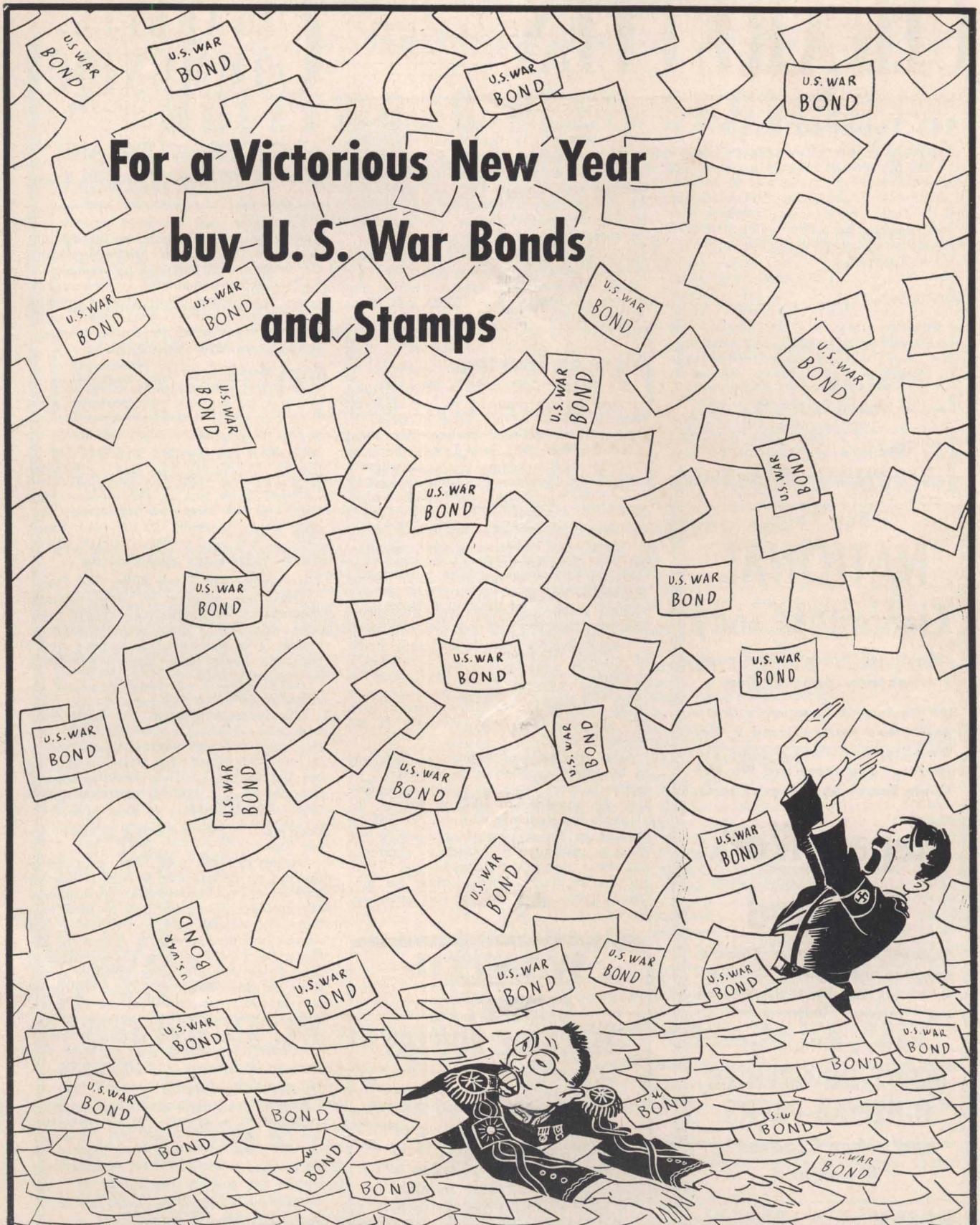

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CIGARETTES

1945 Tobacco Used

WASHINGTON—The Commerce Department has released its information as to the present cigarette conditions and in an article in the Department's monthly magazine declares that Americans are smoking borrowed cigarettes for they're being borrowed from next year's supply and even from 1945 tobacco reserves.

The country is sharing 42 per cent of its cigarette tobacco supply with other nations under an international distribution system, the Department states. "The demand," it asserts, "will be at least as great next year as the 780,000,000 pounds needed this year while American manufacturers will be allotted only 463,000,000 pounds of an anticipated 1943 crop of 800,000,000 pounds.

"Such a supply contrasts with 535,200,000 pounds used in 1940 when Americans smoked 180,700,000,000 cigarettes. This year the anticipated demand from the home front alone will be nearly 300,000,000,000.

"In addition, uncounted billions of cigarettes are being consumed by American fighting men abroad. They are uncounted for they are tax free and are not included in Treasury statistics upon which the Department bases its estimates."

While describing present cigarette supplies as "adequate, perhaps abundant," the article said manufacturers are dipping into their reserves to turn out 35,000,000,000 to 50,000,000,000 more cigarettes this year than they can buy tobacco to make.

More on Shortage

WASHINGTON—Though doubting whether further publicity on the cigarette shortage would be of value, Charles E. Gauge, chief, Tobacco Branch, War Food Administration, has issued a declaration that "It appears to be a situation where a shortage of cigarettes has been induced by injudicious publicity, particularly scare headlines, some of which employed such terms as 'Cigarette Famine,' etc."

Gauge cited instances of small manufacturers of little known brands who had been receiving orders for ten times their normal shipments, and reported instances of individuals going into stores and purchasing not merely cartons but cases of cigarettes.

Unquestionably, Gauge declared, stocks of tobacco, including the present year's production now being marketed, bear to the total manufacturing requirements a lower relationship than is normal or even comfortable, but there certainly is no cause for alarm.

"Our soldiers and sailors will continue to be amply supplied with cigarettes," he asserted, "and I see no reason to assume that the supplies for civilians will be decreased. We shall not, however, be able to indulge in the luxury of stampeding the tobacco stores and hoarding cigarettes against a possible future famine. There will be no famine beyond what we may bring upon ourselves by just such behavior."

Buy Your

NATIONAL

Cigarette&Candy

Machines From a National Factory Zone Office

All Equipment Completely Overhauled and Reconditioned in Our Own Shop and GUARANTEED. Tell Us What You Want and We Will Quote You on Your Requirements.

Repair Work Solicited

National Slug Ejectors Cleaned, Repaired and Adjusted. Complete Overhauls and Reconditioning on any "National" Unit.

Also a Full Line of

ROWE DU-GRENIER U-NEED-A-PACKS

and other Cigarette Machines

WEIDMAN NATIONAL SALES CO.

5911 4th Ave.

Detroit 2, Mich.

(Factory Zone Office)

WANTED

CIGARETTE MACHINE ROUTES

We are interested in the purchase of Cigarette Machine Routes of any size. Send us your listing of equipment, geographical area in which operation is established, total monthly sales and best cash price in first letter. All matters kept STRICTLY CONFIDENTIAL!

R. A. PARINA & CO.

156 9th Street

San Francisco 3, Calif.

CIGARETTE COMMUNIQUE

by GEORGE CLEVELAND

Hard to Get

Like some gals we know (maybe you know some too), cigarettes are hard to get. After the Holidays the prediction is that the situation will soften a bit. Camels and Old Golds are outstanding in their scarcity—and it's hurting them—a lot of smokers are changing over to other brands and a goodly percentage of them will not change back even when things ease up.

Smart Merchandising

As you probably realize, cigarette makers look on vending machines with great favor because of the advertising value. Two of the major manufacturers are exhibiting what we think is smart merchandising in giving vendors all the support they possibly can. We refer to Chesterfields and Luckies. Tuck that in the back of your mind and give these two brands your support whole heartedly in the near future when all you need to buy cigarettes will be money without any salaaming.

Two Hundred and Ninety Billion This Year

That's the estimate for 1943 cigarette production—an increase of slightly over 14% over 1942. The shortage on some brands is greater than this increase would indicate. Looks like there's something screwy somewhere.

Advertising With Initials

The Government started this initial business with WPA, PWA, OPA, ODT, etc., etc. Not a bad idea when one gets used to it. Now Lucky Strike has started drumming out the initials LSMFT over the air and thus saying in a unique manner that L.S. means fine tobacco.

Book Matches Now Advertised in Life and Time

During this war time when so much in the way of merchandise is hard to buy we have seen a lot of so-called "institutional advertising." About the best of such publicity, in our opinion, is the series just started by Universal Match portraying The History of Fire. Their ads are appearing in *Life*, *Time* and a number of trade magazines. In the first of the series Universal says in part, "Yes, the book match is the indispensable companion to one of the greatest habits in the world—smoking." That kind of publicity does not hurt vendors any, either.

The End Is Approaching

In the "good old days" when you were rolling along at around fifty and you came to a sign reading "Kansas City—110 miles" and K.C. was where you were heading for—you could visualize the end of your journey in a reasonable time. All signs today point to the end of military Germany in the not too distant future.

Official Washington rightly does not want us to think too much about the end of Germany just yet but we do know that it is coming and with its coming a lot of things in business will be different.

So, as cigarette vendors, let's continue to keep our feet on the ground and realize that competition will soon be keen again

(See COMMUNIQUE, Page 36)

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

A Very Merry Christmas and Happy New Year to All Our Friends

—Bill and Carl Happel

SPECIAL HOLLYWOOD PEEP SHOWS SPECIAL

Conversions to change Panorams to "Peep-Shows" Complete with Large Beautiful Front Display with "Pin-Up Girl" Pictures, Signs, Parts and Instructions. Change-over can be made in five minutes. "Order Now To Avoid Delay in Delivery" . . . Express Prepaid. $42.50

SPECIAL MILLS PANORAM SOUNDIES. Completely reconditioned and refinished, perfect condition. Large stock of snappy Sound Films in stock. **$350.00**

SPECIAL PANORAM CONVERTED TO PEEK Shows. Rebuilt and refinished. Good spice and oomph films in stock for sale or rental. **$395.00**

14 KEENEY SUPER BELLS
Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines. **$244.50**

5 BALLY ROLL 'EM
Automatic Payout. Refinished and Rebuilt. Like New. **$189.50**

24 MILLS JUMBO PARADE
Combination Free Play & Payout. Used Only 30 Days. Look Like New Machines. **$189.50**

10 Pace Reels Jr. Payouts
Late 1941 Models. Refinished and Rebuilt. Like New. **$149.50**

8 BALLY CLUB BELLS
4-Coin Multiple Combination Free Play and Payout. Late Models. **$249.50**

18 Mills Jumbo Parades
Automatic Payout. Late High Head Models. Used Only 30 Days. **$159.50**

ALSO IN STOCK FOR IMMEDIATE DELIVERY

NEW MILLS GOLD CHROMES, NEW JENNINGS CHIEFS, VICTORY CHIEFS AND SILVER CHIEFS, MILLS BLUE FRONTS, MILLS 4 BELLS, KEENEY 2-WAY SUPER BELLS 4-WAYS, BAKER PACERS, MILLS THREE BELLS, WURLITZER, SEEBURG, ROCK-OLA PHONOGRAPHS.
Write for Prices on All Coin Machine Equipment Not Listed.

GUARANTEED RECONDITIONED ARCADE EQUIPMENT

Supreme Shoot Your Way to Tokyo	$330.00
Chicago Coin Hockey	225.00
Seeburg Shoot the Chutes, New, Modernized Rock-o-Lite	189.50
Exhibit K.O. Pull-Up Puncher	169.50
Mutoscope Grip-o-Graph	189.50
Exhibit Punching Bag Trainer	249.50
Exhibit Chinning Rings	195.00
Evans Play Ball	249.50
Caille Push or Hug	89.50
Caille Push or Grip	89.50
Western DeLuxe Baseball, All Modernized New Rock-o-Lite	129.50
Exhibit Striking Clock	89.50
Bally Basket (Refinished)	89.50
Love Teller (Floor Model), Refinished	149.50
Uncle Sam Grip	89.50
Groetchen Pikes Peak	19.50
Mills Flip Skill	49.50
Casino Golf	49.50
Kicker and Catcher	19.50
Keeney Texas Leaguer	39.50
Bally Bull's Eye	95.00
Exhibit Hi-Ball	$ 79.50
Genco Playball (Late Lite-Up)	189.50
Keeney's Submarine	225.00
Seeburg Chicken Sams, Modernized New Axis Rats, New Rock-o-Lite	189.50
Exhibit Rotary Merchandisers	179.50
Peo Basket Ball (Floor Model)	89.50
Keeney Anti-Aircraft, Modernized in Red, White, Blue	79.50
Exhibit Foot Ease Vitalizer	79.50
Exhibit Magic Eye (Modernized)	89.50
Jennings Barrel Roll	169.50
Exhibit Cock-Eyed Circus (Each)	59.50
Exhibit Love Nest (Each)	59.50
Exhibit's All Late Model, Like New Love Meters, Wheels of Love, Wise Owls, (Each)	49.50
Exhibit Tiger Pull	89.50
Electric Chair (Refinished)	89.50
Gottlieb 3-Way Gripper	19.50
Exhibit Late Model Card Venders	29.50
Dial Lifter	59.50
Dial Lifter and Grip	79.50
Evans Tommygun Late Model	249.50

WANTED — USED MACHINES — HIGHEST CASH PRICE PAID

ROCK-OLA Commando, new or used. WURLITZER 800, 700, 500, 600, 616. SEEBURG Colonel, Major, Envoy, Classic, Vogue, Regal, Gem. ARCADE MACHINES: Sky Fighter, Night Bomber, Super Bomber, Ace Bomber, Rapid Fire, Air Raider, Sky Battle, Chicken Sams, Torpedo. Consoles, Slots, Wall Boxes, all makes; Mills Panorams.

Send list of Machines you have to sell and let us quote prices we will pay for your machines. Send List to either office by air mail.

All Machines Reconditioned, Ready to Operate. One-Third Cash with Order, Balance C.O.D.

All Prices F.O.B. Los Angeles.

BADGER SALES CO.
1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

Write Milwaukee for Special Price Quotations.

BADGER NOVELTY CO.
2546 NORTH 30TH STREET
MILWAUKEE 10, WISCONSIN

National News Notes

CHICAGO—November 23rd the city informed Paul Gerber that the coin operated devices he has been running in the lobby of the Hotel Sherman for 11 years are illegal. Gerber announced himself bewildered by the move, especially, he said, since Captain Dan Gilbert, chief investigator for the State's Attorney's office, is one of his best customers and appears almost every day to spend a few nickels shooting imaginary Jap planes or trying to hit the bull's eye with an electric rifle.

NEW LONDON, Conn. — Phil Gould has sold his one-third interest in the Palace of Fun arcade to Al Koondel and Joe Gloth who are now the sole owners. Spot is located in the heart of the city and operates the year around.

CHICAGO—Proud pappy of a baby daughter born November 1st, is John (Midge) Ryan, assistant coin machine sales manager at Mills Enterprises. Midge was formerly West Coast representative for Mills.

ALLENTOWN, Pa.—An Allentown newspaper recently announced that Marines at Cherry Point, N. C., needed two pianos. Residents responded with 19 pianos, a phonograph and two juke boxes.

CINCINNATI—The Ace Sales Co. has moved to a newly purchased four-story building at 220 West Seventh Street. Charles Kantor, secretary-treasurer of the Cincinnati Phonograph Owners' Association, is head of Ace Sales.

DETROIT—The Hit Parade Music Co. is the name of a new music operating firm owned by Alex E. Cyrulewski with headquarters at 8075 Yolanda Avenue. Firm will operate bowling games along with music machines.

MIAMI—Whether Florida's muchly criticized law licensing coin machines is valid or not may soon be determined through a fight being made by the assistant county attorney here to have the law declared invalid. Florida's first law licensed slot machines. The present law was intended only for amusement devices but has been interpreted as applicable to payout games by many officials. It is the intention of the assistant county attorney to carry the matter to the State Supreme Court if necessary for a clarification. Test was started when an operator petitioned the police department for seven machines picked up as in violation of the license law.

BALTIMORE—The Neptune Vending Co., operators of NAB vending units, has moved here from Camden, N. J., and are now located in their new quarters at 12 West Eager Street.

DETROIT — The Greater Detroit Vending Machine Operators' Association has suspended regular meetings temporarily according to an announcement by president L. V. Rohr. Rohr cited the stagnant condition of the vending field in Detroit at present, with all but a few of the larger operators practically out of active business because of the shortage of supplies, as the reason.

* * *

Any girl would rather be looked over than overlooked.

ED, AL and JACK RAVREBY says—
FIRST: BUY WAR BONDS—ALL OUT FOR VICTORY
Whether you want to BUY or SELL—music, arcade, pin or slot machines, write for our prices.
OWL MINT MACHINE CO., 245 Columbus Ave., Boston 16, Mass.

★ ★ ★ *AT the close of another year we realize how important your friendship and good will have been to our success. We appreciate the opportunity the Holiday Season brings to Say "Thank You" and to wish you A Merry Christmas and a Happy New Year.*

★

A. B. T. MANUFACTURING CORPORATION
715 North Kedzie Avenue, Chicago 12, Illinois

NEW YORK—Net profits of the Pepsi-Cola Co. and its subsidiaries for the first nine months of this year, amounted to $4,925,000 after charges and taxes, equal to $2.59 a share on 1,898,352 shares of capital stock.

BALTIMORE—Berlo Vending Co. has taken over the candy vending concession at the Rivoli and Embassy movie palaces which are the two largest on East Baltimore street.

NEW YORK—Harry Rosen, one of the best known names in Eastern coin machine circles and formerly with the Modern Vending Co., has joined the Atlantic Distributing Co., Seeburg Distributor.

BALTIMORE—Given an honorable discharge from the armed forces Joseph Brown is back at Simco Sales Service, operators of ice cream vending machines in the Baltimore and Washington territories.

CHICAGO—Irving Ovitz has been honorably discharged from the army due to a back injury sustained while in the service, and is now back in civilian life. Irv was formerly connected with Atlas Novelty Co.

CHICAGO—Lyn Durant, of United Manufacturing Co., has landed an important war production contract. Firm has had some war work in the past and intends to continue refurbishing games in the future along with their new war activity.

NEW YORK—The Leon Taksen Co. has moved to 1801 Ridge Avenue in Philadelphia.

DES MOINES—Tommy Ligouri and Jack Woods operating as the Ligouri-Woods Co., have sold their equipment to the Mayflower Distributing Co. The boys are expecting a call from Uncle Sam shortly.

To Our Many Friends in the Coin Machine Industry We Extend Our Best Wishes for A Merry Christmas and a Happy Prosperous New Year

*

GROETCHEN TOOL COMPANY

122 N. Union Street **Chicago, Illinois**

CHEYENNE, Wyo.—Showing that his patriotism is more than waving a flag on the Fourth of July, Wolf Reiwitz donated a full day's collection from the 100 phonographs of his Royal Music Co. to help put Cheyenne's War Fund Campaign over the top.

CHICAGO—Perc Smith, of Exhibit Supply Co., has a brand new flat top oak desk. He's been a busy man the past two weeks cleaning out his old roll top which he has used for the past 38 years. A fellow can accumulate a lot of knick-knacks in that time.

MIAMI—Three Circuit Court Judges have recently ruled that the payment type of marble table cannot be legally licensed under the existing state license law.

Do You Need RADIO TUBES NOW?

We have "HARD-TO-GET" and "HARD-TO-FIND" Tubes available and coming in every day. Over 100 different tube numbers. Join our list of preferred customers by writing for those tubes you've been trying to obtain. Tubes for Ray Guns, Phonographs, and all types of Coin-Operated Machines.

These Are Some of the Numbers Now Available

NET PRICES

0Z4	$1.65	6J5	$ .95	6V6GT	$1.15	25L6GT	$1.15
1Q5GT	1.65	6J5GT	.95	6Z4/84	1.10	26	.75
2A3	2.00	76	.95	7A8	1.35	27	.70
3Q5GT	1.65	77	.95	7B7	1.35	35/51	1.00
5Y3/GT	.75	78	.90	7F7	1.65	37	.90
6A7	1.00	6K7G	1.15	83	1.35	42	.90
6A8	1.35	6N7/GT	1.65	84/6Z4	1.10	43	1.10
6C5	1.15	6Q7/GT	.90	12SK7GT	1.10	50L6GT	1.10
6D6	1.00	6SK7	1.05	12SQ7	1.00	56	.85
6F6	1.15	6SQ7	1.05	12SQ7GT	1.10	57	.95
6H6/GT	1.15	6SQ7GT	1.15	2051	2.60	117Z6/GT	1.65
				24A	.90		

We Have Many Other Tube Numbers • Every Order Subject to Prior Sale!
WPB LIMITATION ORDER L#265 MAKES "SUPPLIERS CERTIFICATE" MANDATORY WITH EACH ORDER

ALL SHIPMENTS EXPRESS C.O.D. • DO NOT SEND CHECK OR MONEY ORDER

Chicago Novelty Company, Inc.

1348 Newport Avenue **Chicago 13, Illinois**

You'll Never Buy A Pi
At California Amu

THANK GOODNESS you don't have to buy a pig in a poke when purc California Amusement Company. The equipment you need is on dis uncrated, reconditioned and ready for you to inspect and examine to you you decide to buy. We don't ask you to take our word for the condition of crated in our back room. Everything is open and above board at California If we have what you need you'll find it here, unpacked and ready for your

PHONOGRAPHS

Singing Towers (Brand New)
Seeburg 8800
Seeburg 9800
Seeburg Crowns
Seeburg Rex
Wurlitzer 950
Wurlitzer 616
Wurlitzer 412
Wurlitzer 312
Rock-Ola Spectravox and Playmaster
Packard Boxes (Like New)
Wurlitzer 5c, 10c, 25c Boxes (Like New)
Wurlitzer Model 100, 5c, 30-wire Boxes

CONSOLES

Mills 4 Bells (New style heads and old)
Mills 3 Bells
Bally Club Bells
Buckley Track Odds
Keeney Super Bells (1-2-4-Way)
Jumbo Parades (Comb. and St. C. P. O.)
Saratogas (C. P. O. with rails)
Evans Lucky Lucre
Evans Galloping Dominos (1940)
Bally Hi Hands
Royal Draws
Jungle Champs
Bakers Pacers (DD-JP)
Paces Races
Lincoln Fields
Keeney Kentucky Skill Time
MILLS 4-BELLS CABINETS

Come In And See The New SPORTSMAN

THE SPORTSMAN is a conversion from Blue Grass, Dark Horse, Sport Special, Record Time or Sport Event. Similar in Player Appeal to Longacre and Thoroughbred. SPORTSMAN has a beautiful new playfield wherein light walnut wood grain is generously used, a beautiful cabinet design, large new modern legs, new cabinet glass design using several shades of walnut wood grain on the glass. A true beauty and one that "cops the coin." See it TODAY!

"Let Every American GIVE — So

CALIFORNIA AMU

1305 Kettner Boulevard, SAN DIEGO 1, CALIFORNIA

In A Poke
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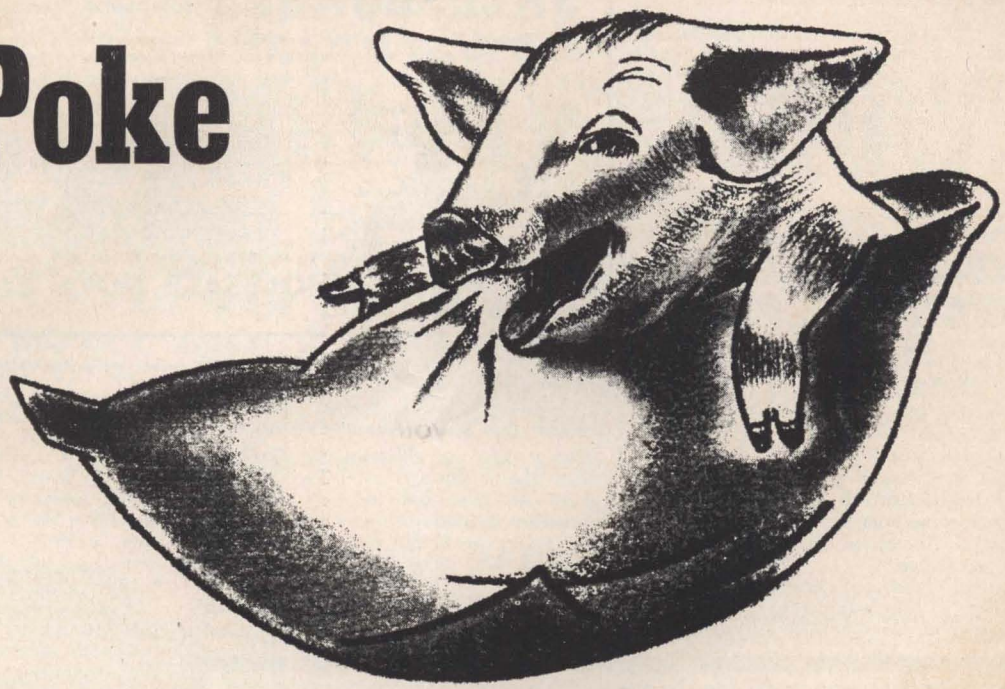

equipment from
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nograph or game
sement Company.
intensive scrutiny.

ONE BALL AUTOMATICS

Turf Kings
Jockey Clubs
Kentuckys
Long Shots
Sport Kings
Santa Anitas
Grand Stands
Grand Nationals
Sport Pages
Gold Cups
Gold Medals
Mills Spinning Reels
Keeney Pot Shots
Bally Caroms
Susie Q

●

FIVE BALLS
200 Late Five Balls to
Choose From

ARCADE EQUIPMENT

Sky Fighters
Keeney Air Raiders
Bally Defender
Bally Torpedo
Keeney Submarine
Bally Rapid Fire
Seeburg Chicken Sam
Jennings Roll-In-The-Barrel

●

SLOTS

Blue Fronts
Mills Cherry Bells
Jennings 4-Star Chiefs
Caille (Late Model)

●

SERVICE

We invite you to make use of our service department where you will find the best equipped repair and service establishment on the Pacific coast. Competent, capable, experienced mechanics on hand to take care of your every equipment maintenance requirement.

ne National War Fund May LIVE"

SEMENT COMPANY

1348 Venice Boulevard, LOS ANGELES 6, CALIFORNIA

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

MISSISSIPPI

NATCHEZ, Miss.—With the coming of Christmas and the Yuletide, machine business is on the "up and up" in this section of the southland. It was a good Thanksgiving holiday season for the ops and Christmas promises to be even better than last year.

There seems to be a shortage of machines and service men, but the ops are doing their best under wartime conditions and "plugging" along. Many of the operators, and those associated with them in the coin machine business in the Magnolia State, are being called to the service and in some cases women are being used as servicemen or servicewomen, and there are a few women operators.

In Natchez the curfew has been lifted by local and county law enforcement agencies. No longer do the places where machines are located have to close at 10 o'clock nightly and 12 on Saturdays. The Sunday opening has been resumed by all following a "clamping down" by the law several weeks ago.

Jackson, Vicksburg, Meridian and all other cities of Mississippi report good business in the coin machine field and operators of these cities declare that while they are handicapped by inability to get parts, that all in all their business was never better and that they have no complaints to make.

Down on the Mississippi Gulfcoast, where the operators of Biloxi, Bay St. Louis, Gulfport, Pascagoula, and other flourishing communities are operating full-blast comes word that their business is on the boom these days. The Mississippi Gulfcoast is a Tourists' Paradise and while the war has hurt the tourist business, what with tire and gas rationing, still there is plenty of local business, according to the Coast ops.

Apprentice Seamen Richard S. Sanguinetti, formerly of J and J Amusement Co., and Frank J. Perrault, Jr., service man of Service Novelty Co., who are in the U. S. Naval Reserves as Commandos and stationed at the U. S. Naval Base at Pensacola, Florida, are home on furloughs after completion of their "boot training." Both say they like Navy life fine, but miss their friends and members of their families. They hope to return as soon as they are mustered out of the service and get back on their routes.

Dennis A. Mulvihill, Jr., who has been with the Service Novelty Co. at Camp Van Dorn, Miss., near Centreville, is now located as service man with the same company at Leesville, La., near Camps Polk, Livingston and Claiborne, where the Novelty Co. has a number of machines operating.

Tommy W. "Pat" Patterson, chief engineer of radio station WMIS in Natchez, is now serving as service and repair man for the F and N Amusement Co. Pat worked for several novelty companies in Monroe and Alexandria, La., before coming to Natchez as engineer at the radio transmitter.

George "Shorty" Long, free-lance service man and repairman of this city has returned from a visit in Pensacola, Florida, where he and Mrs. Long visited with their son-in-law and daughter, Private First Class and Mrs. Charles McBride at the Naval Air Base in Pensacola. Mrs. McBride is the former Miss Roberta Long of this city.

Private Frank Eidt, former operator of Windmill Amusement Co., now in the U. S. Army and stationed at Camp Rucker, Alabama, is presently on maneuvers in the hills and mountains of Tennessee.

After a furlough of 10 days Staff Sgt. and Mrs. James W. Sheppard, son-in-law and daughter of Ham Nelson, operator and owner of F and N Amusement Company, have returned to the Columbia, South Carolina air base.

News has been received here by Tommy

(See MISSISSIPPI, Page 24)

SALESBOARDS PRE-INVENTORY SALE FOLLOWING PRICES **33⅓ OFF**

Our Victory Boards are the sensation of today—efficient, economical, with a new concept. A trial order will convince you. Order today. Our stock is limited.

Name	Sales	Per Sale	Takes In	Maximum Profit	Price Each
Victory Cigarette Boards	432	2c	$ 8.64	$ 4.04	66c
Victory Dollar Game	432	5c	21.60	8.60	77c
Victory Jackpot Charley, Jr.	462	5c	21.60	9.70	$1.25
Jackpot Jim	1000	5c	50.00	20.50	2.55
Jackpot John	1000	10c	100.00	33.00	2.93
Victory Jackpot Charleys	432	25c	108.00	36.00	1.35
Jackpot Charley (Thin)	1000	25c	250.00	56.00	2.35
Jackpot Charley (Thick)	1000	25c	250.00	56.00	2.93

Regular Push Cards—Any Following Sizes: 20-25-30-35-40-50-120 or 150 Hole, $3.50 per 100. Terms: Minimum Order $25.00. One-Third With Order, Balance C.O.D.

TEXAS WHOLESALE NOVELTY HOUSE

P. O. BOX 4186 DALLAS, TEXAS

Now Converting

Blue Grass, Record Time, Dark Horse, Sport Special, Sport Event Into

SPORTSMAN

TRIED! TESTED! PROVEN!

Similar in Player appeal to

Longacre and Thoroughbred

Here is the Service we give:

1. We create and design a new play board for your games—colorful, original, spectacular.
2. We replace the old 17x23 inch backboard and glass with a new backboard cabinet and glass, size 23x23.
3. All mechanical parts are thoroughly checked — adding parts where necessary for mechanical perfection.
4. Cabinets are redesigned in their entirety—new, smart, colorful.
5. New moldings—new legs —to make of the finished product a game of real beauty.

Also Converting

WAR ADMIRAL

(Similar in player appeal to Jockey Club)

From

GRAND STAND, GRAND NATIONAL, PACEMAKER.

Operators may obtain price quotations from their distributors or by writing us direct.

BELL PRODUCTS CO.

2000 N. OAKLEY CHICAGO, ILL.

MARBLES

GLASS, AGATE, ASSORTED COLORS

Work perfect in all Ball Gum Machines

10,000 to case, $14.75 per case

Cash with order—f. o. b. Phila., Pa.

SILVER KING

GLOBES—PARTS—SUPPLIES

In Stock. Write for Price List

TORR 2047-D South 68th St., Philadelphia 42, Pa.

Introducing

HOLLYWOOD PEEP SHOWS

Conversions for Mills Panorams

A PROVEN MONEYMAKER THAT, IN FIVE MINUTES' TIME, WILL CONVERT YOUR PANORAM INTO A UNIT CAPABLE OF MAKING MORE MONEY THAN WHEN THE PANORAM WAS NEW

The new HOLLYWOOD PEEP SHOWS Conversion is a tried and proven moneymaker that will snap your Mills Panorams back into the big money brackets. Nine machines in one Arcade are grossing more than $1,000.00 WEEK AFTER WEEK! Four other machines in a smaller Arcade operated by Harold Presher at B and 7th Street, San Diego, are doing even better.

LARGEST SCREEN OF ANY CONVERSION

An EXCLUSIVE feature with the HOLLYWOOD PEEP SHOWS Conversion is that the screen area is largest manufactured by anyone for peep shows, being considerably larger than one-half the size of the Standard Panoram screen.

NOTICE THE NEATNESS AND BEAUTY OF THIS CONVERSION

READY TO INSTALL

The HOLLYWOOD PEEP SHOWS Conversion unit comes to you complete and ready for installing on your Panoram. All parts are supplied and complete instructions accompany each unit. Gorgeous glamourlovelies in full color behind protective glass make an artistic presentation. Imagine the "come on" features of this attractive display. Should a re-conversion back to a standard Mills Panoram be desired, it may be also made in less than five minutes.

Positive proof that HOLLYWOOD PEEP SHOWS are putting new earning power into Panorams is evidenced by the fact that in every locality where the units make their appearance, the used price on Panorams has shown a sudden jump averaging $100.00 per machine.

Get On This Profit Bandwagon TODAY

Be the first in your area to show the HOLLYWOOD PEEP SHOWS and get the cream off this proven, sensational Hollywood success.

ONLY **$42.50**

Express Prepaid in U.S.A.
($12.50 deposit on each order required)

AMPLE SUPPLY OF SNAPPY FILMS READY

For this new entertainment marvel a new type of sensationally different subjects have been filmed. We have made arrangements with one of the largest companies in Hollywood for film product and we now have a wide variety of subjects available in sound at $6.00 per subject, and silent at $5.00 per subject. Two new subjects, of both sound and silent film, will be added each week. Detailed list of subjects on request.

ORDER FROM YOUR NEAREST DISTRIBUTOR

Badger Novelty Co., 2546 North 30th St., Milwaukee 10, Wis.
Badger Sales Co., 1612 West Pico Blvd., Los Angeles 15, Calif.
Silent Sales Co., 200 11th Ave., S., Minneapolis 15, Minn.
Advance Automatic Sales Co., 1350 Howard, San Francisco, Calif.
Western Distributors, 1226 S. W. 16th Ave., Portland 5, Ore.
Western Distributors, 3126 Elliott Ave., Seattle, Wash.
Southwestern Vending Machine Co., 2833 West Pico Blvd., Los Angeles 6, Cal.
Ideal Novelty Co., 2823 Locust St., St. Louis, Mo.
K. C. Novelty Co., 419 Market St., Philadelphia, Pa.
Lemke Coin Machine Co., 31 W. Vernor Highway, Detroit 1, Mich.
Runyon Sales Co., 123 Runyon St., Newark, N. J.
Moseley Vending Machine Exch., 00 Broad St., Richmond, Va.
New York Supply Co., 585 10th Ave., New York, N. Y.
Central Ohio Coin Machine Exch., 514 S. High St., Columbus, O.
American Coin Machine Co., 557 Clinton Ave. N., Rochester 5, N. Y.
Sicking & Co., 1401 Central Parkway, Cincinnati, O.
Atlas Novelty Co., 2200 North Western Ave., Chicago 47, Ill.

SOME DISTRIBUTOR TERRITORY STILL AVAILABLE
WE WILL MAKE DROP SHIPMENTS, EXPRESS PREPAID, FOR APPOINTED DISTRIBUTORS

MANUFACTURED BY

WM. NATHANSON

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"Bally" Plant Receives Army-Navy "E" Award. Left to right, holding "E" Flag, are: Ray Moloney, president of Lion Manufacturing Corporation, manufacturers of "Bally" games and venders; Rear Admiral Alex M. Charlton; Herb Jones, "Bally" advertising manager; Lt. Colonel J. S. Harvey; Commander E. E. Paro.

Two thousand employees and friends witnessed presentation of Army-Navy "E" Award to Lion Manufacturing Corporation ("Bally" plant).

THRIFTEE-FIX

Fixes Most Anything!

Operators are finding THRIFTEE-FIX the ideal liquid weld that forms an unbreakable joint. Securely mends speaker cones, cabinets.

Perfect for pin games, bumpers and stripped threads. Once you try THRIFTEE-FIX you'll never be without it. A thousand and one uses for operators.

A supply should be in every home for repairing furniture, broken china, and hundreds of other articles needing repair in home, garage, and repair shop. One "speck" stops a run in lady's hose.

Yes THRIFTEE-FIX fixes most everything. Commercial half pint size, $1.75. Household tube, 30c postpaid.

THRIFTEE-FIX STICKS EVERYTHING BUT THE CUSTOMER
NO SERVICEMAN'S KIT COMPLETE WITHOUT IT

ALPHA DISTRIBUTING COMPANY
1025 N. HIGHLAND AVE. HOLLYWOOD 38, CALIF.

MISSISSIPPI

(Continued from Page 22)

Piazza, well known service man of the Service Novelty Co., that his brother, C.M. 2/C Dante Natale Piazza, Jr., of the Construction Battalion of the U. S. Navy has arrived in Alaska. Tommy has received his notice to report to the local draft board for a blood test and expects to enter the service soon.

According to information received here by friends of Val Jensen, former operator of this area now in the armed forces, he has recently been promoted to the grade of sergeant. Sergeant Jensen is presently located at the Parachute School, Fort Benning, Georgia.

"Pistol Packing Mama" continues as the No. 1 tune in this area but it is being pushed for the top spot by "Paper Doll" on all boxes. Another up and coming tune is "People Will Say We're in Love" and "Put Your Arms Around Me, Honey" is gradually climbing in popularity.

Although there have been some protests from some quarters, slots are still in operation across the river in Louisiana in the parishes of Catahoula, Concordia and Tensas. Slots are not allowed to run in Natchez, but the phonos and other games and punch boards are and these are doing a land-office business these days.

Big Bill Eidt, of the Windmill Amusement Co., has returned from an outing of hunting and fishing in Louisiana and reports that he bagged plenty of game and caught more than his share of the finny tribe. Bill is a great sportsman and loves the outdoors. He says his machine biz is O.K.

B. O. "Penny" Pennington, former operator of this city, was a recent visitor here from St. Louis, Mo., where he is now making his home.

Johnny Eidt, brother of Bill Eidt, is again with the Windmill Co. The Eidt family recently received a visit from their brother, Clem J. Eidt, who is located in Biloxi, Miss., but who expects to return shortly to make his home here.

Rufus Clark, of the Clark Co., has received his notice from the local draft board for a preliminary physical examination.

Powell Kaiser, has also been summoned to appear before the local draft board for possible induction in the armed forces.

Ben Goss, has been classified 4-F by the Adams County Draft Board after his third trip to the induction and reception center at Camp Shelby.

Your correspondent, Harold M. Case, who is also a 4-ffer, recently made his debut over the radio, speaking over WMIS at half time during the Natchez-Newton football game Thanksgiving Day in Natchez. The local team has been selected to play in the post-season Lions Bowl game in Jackson.

Harold M. Case

Nelson Retires as Prexy

CHICAGO—Jack Nelson, Rock-Ola vice-prexy, is proudly showing a solid gold life membership card presented him upon his retiring as the 1943 president of the Showmen's League of America. During his year in the chair the membership showed a considerable increase and the year ended with the finances up also.

* * *

"How many pins are there in a new shirt?" asks a corresondent. . . . Always one more than you think.

* * *

Puss: "He has a very magnetic personality."

Boots: "He ought to; every stitch he has on is charged."

Record Fight Costly

NEW YORK—The 13-month recording ban which ended abruptly September 30th when Decca signed with the American Federation of Musicians, didn't cost the seven million in lost revenue prexy Petrillo claimed but it did cost AFM in the neighborhood of three million dollars.

In the first half of 1942 Columbia is reported to have paid AFM $435,000 for the first six months of 1942. Victor's report was not available, but even if the amount approximated that of Columbia's it would mean a "take" of only a million dollars for six months for the AFM. Added to this figure must be the contribution of Decca which would be considerably smaller inasmuch as Decca's figure would not include classical recordings.

Using these figures as a basis for striking an average, shows that AFM lost between two and a half million and three million dollars in the 13-month recording ban.

Sabin on Coast

LOS ANGELES — Oliver Sabin, vice president of Musicraft Corporation, New York, left Los Angeles December 8th after spending several days here in conference with his coast representative, Harry Fox and Associates, and distributors of Musicraft records.

Sabin met with the Pacific Allied Products who distribute Musicraft discs to retail outlets in this territory, and with Jack Gutshall of the Jack Gutshall Distributing Co., who handles the platters for the automatic phonograph trade. He acquainted the distributors with Musicraft's plans for the coming year and the increased production program now under way.

Sabin has been covering the country and talking with distributors as well as demonstrating a new Luckite formula Musicraft has exclusive on, which is claimed to be the equal of shellac in the manufacture of phonograph records. While here, tests were made in Hollywood and the results surprised the old timers.

Musicraft has just moved into its new home at 40 West 46th Street in New York City and Sabin revealed that Paul Puner, Musicraft president, is enthusiastic about the prospects for the coming year and believes it will be the biggest in the history of the firm.

* * *

She: "Does it make any difference which side of you I sit on?"

He: "No, I'm ambidextrous."

A Merry Christmas to All Our Friends and Customers

We appreciate having had the opportunity to serve you in the year past and we hope to be favored with your tube business in the year ahead.

SHELLEY RADIO CO.

645 South Sepulveda Boulevard
West Los Angeles 24, Calif.
ARizona 38065

MUSIC

General Manager
L. B. McCreary

Los Angeles Manager
A. S. Beutler

Important Executive Changes Made At E. T. Mape Music Company

LOS ANGELES—Two important changes were announced this week by E. T. (Ed) Mape, who will take a well deserved rest. Co., with offices in San Francisco, Los Angeles and Stockton, California.

L. B. McCreary, in charge of the company's Los Angeles office for the past several years, has been appointed General Manager of the firm's entire operations. In his new position McCreary takes over the work previously handled by Vance Mape, who will take a well deserved rest.

"Mac" left Los Angeles on Friday of last week to take over his new duties which will require his spending part of his time looking after matters in the other offices, but "Mac" says he will still be able to keep in touch with his many friends in Southern California.

The new work in the northern part of the state should come easy for him as he is well acquainted with the operators there, having been connected with the jobbing and distributing business in San Francisco for several years before coming to Los Angeles.

During his few years here McCreary added hundreds of friends and customers who appreciated his fair and square business methods.

Second announcement concerned that of the association of A. S. Beutler at the Los Angeles offices. "Bert," as he is known to his many friends and associates, has an enviable following and friendship among the operators.

Beutler first became associated with this Industry back in 1930 when he served as Secretary and Treasurer for the Amusement Machine Corporation, manufacturers of the original All American Baseball

(See MAPE CHANGES, Page 36)

Why the big swing

to MIRACLE POINT?

Plays More Platters

Thousands of record sides is standard performance for a Miracle Point.

You profit more using Miracle Points. Order from your record jobber or buy direct.

M. A. GERETT CORPORATION

722-724 WEST WINNEBAGO ST. • MILWAUKEE 5, WISCONSIN

6SC7-5Z3-80-83-2A4G and 70L7

These tubes are next to impossible to secure. We have adapters for making the changeover that require no changes in the amplifier or remote boxes.

#100—6SC7 to 7F7
110—5Z3 to 5U4G
125—80 to 5T4, 5V4G, 5Y3 or 5Z4
126—83 to 5U4G or 5X4
$3.00 Each in lots of Six

#205—2A4G to 2051 (Seeburg Guns)
210—2A4G to 2051 (Remote Music)
215—70L7 to 7A4-7A5 (Seeburg Remote Boxes)
$6.50 Each, Minimum Shipment of Six

These have all been tried and proven thoroughly satisfactory. WE GUARANTEE SATISFACTION. Absolutely no worry, anyone can make the change, carry these in your service kit as standard equipment. One-third with order, balance C. O. D.

HERMITAGE MUSIC COMPANY

416A BROAD ST. NASHVILLE 3, TENN.

"Just Call Me Joe!"

By BILL SIMMONS

Lots of people in this business stumble around on the subject of names. They don't know whether to call some of the newcomers Mr. Jones, James, or just Jones. Most operators and other members of the Industry prefer to be known by their first names, and use their full names only on contracts. Bill Simmons, Packard factory representative on the West Coast, offers a few suggestions in this article.

In no other business in the world are people more commonly referred to by their first names than in the coin controlled business. And there is probably not another practice that will help to consolidate familiarity more than the simple calling of an individual by the first name.

The general belief is that it is presumptuous and a mistake to address a brand new acquaintance by his first name, but that is not always so. You may just meet a customer or a friend whom you have heard much of but never saw before in your life, and it would be a mistake to call him Mister. His familiarity with one close to you demands familiarity from you.

The word Mister is often a big hurdle. You may think it is the wrong word to use because the man to whom you give the formal title may be shocked or hurt by its formality. You then have to make a choice between using his last name, which manner of address is cold, stiff and distant and sometimes almost insulting, or using his first name. Your best rule to follow when in doubt is always use the first name.

How many times have you been offended by people calling you by your first name? Not very often, I'll wager. Yet many times you have been made to feel rather queer because others called you Mister. The first name is generally a compliment. It shows the desire to be friendly. It sounds young, buoyant, and happy. It expresses a willingness to share the situation equally.

Just as the first name creates a bond of friendship and familiarity, so also does the use of a good nickname produce the same effect because all in our business are real fellows with real human desires.

A good practice to establish is to always call our associates John, Dick, Bud, or Jerry as the case may be. In the same way avoid calling a man by his correct Christian name. If it is Vincent, Francis or Cecil, shorten those names into Vince, Fran and Cec. If it is William, call him Bill. If it is Edward, call him Ed.

I know an old timer in the coin controlled music business who can call off literally thousands of first names of operators and business associates from coast to coast but probably knows only a fraction of their last names. He tells me not once has anyone been offended by this familiarity which, in this case, does not breed contempt.

Ours is a friendly industry. The men comprising it are a friendly lot. Let's keep it that way and free from stiff formality. If you know a man's first name—use it—and save the rest of his name for the dotted line.

FOR SALE

Ten Piece Unit A. M. I. Wired Music For Sale. Easy Terms.

ROYAL MUSIC COMPANY
823 Central Avenue
CHEYENNE, WYOMING

Blames the Phono

NEWBURGH, N. Y.—Probably John J. Dowling is blaming the whole thing on the invention of the automatic phonograph; if it hadn't been invented, he reasons, he wouldn't be where he is today, which is keeping a date with the Orange County grand jury.

If it had a say, however, the phonograph would probably lay the blame on Dowling's preference for sentimental music. At any rate the instrument kept playing classical music, because the waitress kept buying that kind of tune. After a time Dowling got angry, complained that romantic items were what he wanted, and, to prove it, picked up a glass and broke it. Then he picked up the pieces and tossed them in the waitress' face.

Anyway it's probably one of the first times a phonograph has been held responsible—by a "victim," at least—with inspiring a second degree assault charge.

"Over There" Returns

NEW YORK—Leo Feist, Inc., song publishers, report that *Over There* is enjoying a minor boom. George M. Cohan's song was *the* war song of 1917-1918.

Until Dec. 7, 1941, *Over There* had sold around 1,500,000 copies, placing it right up there with *Mother, Ramona, Three O'Clock in the Morning* and *K-K-Katy*. In recent years, however, it had fallen out of favor and, in 1940, sold 200 copies.

As soon as war came, though, the public began asking for *Over There* again, and Feist's figures it has sold about 50,000 copies in the past 12 months. Much of this is due to the plugging it has received for Fred Waring, Bob Crosby and Dick Powell have all recorded it for Decca recently and *Yankee Doodle Dandy*, the Cohan movie, gave it a flurry of sales.

Moffatt Acquires Route

TUCSON, Ariz.—J. H. Moffatt, former manager of the Anderson Music Co. of Tucson, has purchased the music route owned and operated by C. T. Vanderpool and is now operating under the name of the Old Pueblo Amusement Co.

CASH READY FOR MUSIC ROUTES ANY SIZE

If you have any equipment idle, turn it into cash on today's "top market." We will buy any or all of your music equipment, on or off location, and pay you the highest market prices.
Phone or write today:

CLARK DISTRIBUTING CO.

In California: Formerly California Simplex Distributing Co.
Exclusive Wurlitzer Distributors for the West Coast.

SAN FRANCISCO	LOS ANGELES	SEATTLE
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Order Your Supply of

BENNETT DELUXE 4000 PLAY NEEDLES TODAY!

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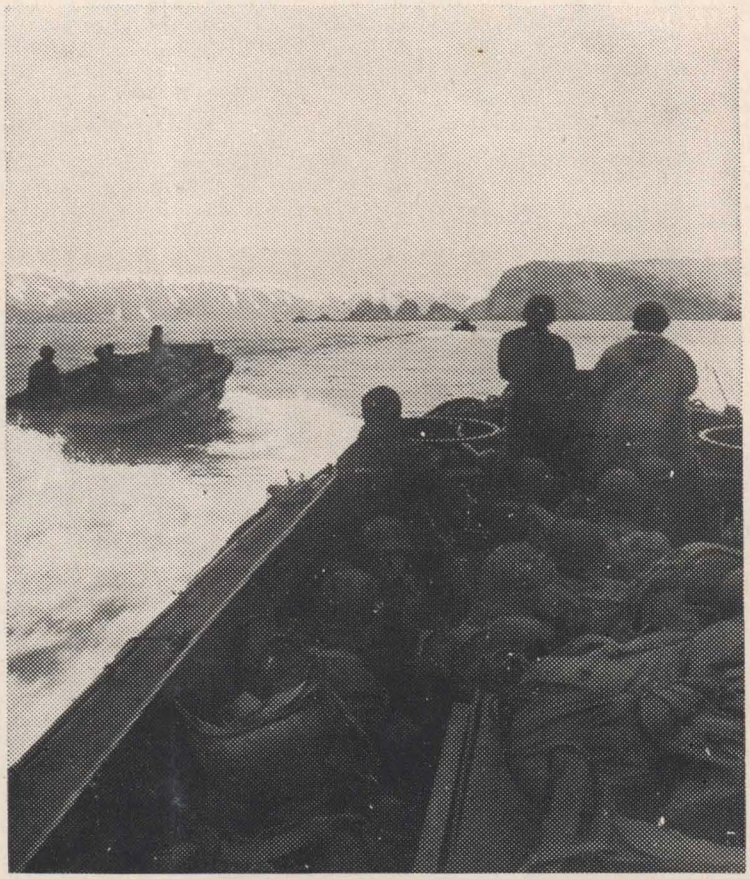
Every New Invasion Calls For More and More Equipment, Parts and Supplies!



Supplies and equipment in astronomical figures are required every time a new invasion and landing is made by the Allied Forces. And to keep every man active overseas on the far-flung battle fronts a total of eighty-one tons of equipment and supplies per month per man are required. Compare this with forty tons per man per month required in the last World War and you can see what a gigantic task our manufacturers are coping with today.

That is why production of parts and supplies for your Seeburg equipment is impossible today and for some time to come, and that is why we ask you to be lenient on your demand for parts so that we may stretch our stock over the longest possible period of time and thereby keep a greater number of Seeburgs in operation for the duration.

On the service side we're as well prepared as ever to take care of your needs. Factory trained mechanics are on hand to give you the same impeccable service you have always enjoyed in the past.

★

To Our Customers and Friends Everywhere—
A Merry Christmas and Happy New Year

★

TURN IN YOUR SCRAP; BUY MORE BONDS
HELP GIVE JUST DUE TO THE DIRTY HOUNDS!

E. T. MAPE MUSIC COMPANY

1701 West Pico Boulevard
LOS ANGELES 15, CALIF.

284 Turk Street
SAN FRANCISCO. CALIF.

12 North Aurora St.
STOCKTON, CALIF.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

★ ★ ★ From the dawn of Christian Civilization . . . down through the ages, to this moment when hatred again has split the world asunder, . . . neither latitude or longitude, nor time or place, has dimmed the glory and spirit of Christmas.

At this season we greet our many friends and customers and wish for them, and the various members of their families wherever they might be, a Christmas of peace and contentment . . . symbolic of the day when peace will again be restored to all parts of the world.

Your patronage in the years past has been sincerely appreciated . . . and we hope to continue to serve you in the years to come.

★

JACK GUTSHALL DISTRIBUTING CO.

1870 W. Washington Blvd. Los Angeles 7, Calif.

ROchester 2103

OPA Committee Meets

WASHINGTON — The first meeting of the Coin Machine Industry Committee with OPA deputies got under way here on December 1st in a closed meeting so that members in attendance might express themselves freely. Membership of the Committee consists of R. Z. Greene, president, Rowe Manufacturing Co., Belleville, N. J.; L. E. Broyles, Rudolph Wurlitzer Co., North Tonawanda, N. Y.; D. W. Donohue, Mills Industries, Inc., Chicago; Roy Torr, Philadelphia; Nathaniel Leverone, Automatic Canteen Co., Chicago; W. S. Redd, Redd Distributing Co., Boston; A. J. Goldberg, Chicago Simplex Distributing Co., Chicago; Ben Axelrod, Olive Novelty Co., St. Louis; Don W. Clark, Clark Distributing Co., San Francisco; Howard L. Hultz, Springfield, Ill.; Samuel Kresburg, Miami Beach, Fla.; J. A. Stevenson, Salt Lake City, Utah; and A. W. Blendow, International Mutoscope Corp., Long Island City, N. Y.

First meetings were given over to organization and election of officers, discussions of general plans and instructions on procedure provided by OPA.

That the OPA is seriously interested in working with the Committee in solving price ceiling problems is evidenced by the tremendous research done in this field in recent weeks. Under the capable direction of George Toomey, OPA has made a thorough study of the business so that its deputies can cooperate intelligently with the Committee members on Industry problems.

Crosby Wins Again

LONG BEACH, Calif.—According to Basil E. Leever of the *Long Beach Telegram* Bing Crosby is the nation's favorite crooner so "let's get on with the war."

Writing in the November 26th issue Leever said "The currently controversial question—Crosby or Sinatra?—was answered to our complete satisfaction when Jerry, our favorite counter girl in our noon sandwich emporium, stated that the old crooner was still the favorite of the juke box addicts who patronize her establishment.

"Currently there are six recordings on the record selection list where you drop your nickel in the slot. The 'swooner' has the edge with four of his recordings on the list. Bing has only two, but, according to Jerry, the patrons work these two records overtime, and only play the Sinatra offerings to fill the gaps between.

"Of course, there are some 20-odd records on the list, most of them orchestrations, which get a good play, but Bing still has an edge on all of them when it comes to attracting the nickel-dropper-inners."

Feel Bad, Boys

LOS ANGELES—Music and coin movie operators should be the saddest lot of men in the country today if a recent press release by Twentieth Century-Fox is correct.

Said the release: "Twentieth Century-Fox swept the coin machine field clear of its royalty with the signing of brunette Cissy Marr, 'Juke-Box Movie Queen,' to a long-term contract. Singer Dick Haymes, 'King of the Juke Boxes,' is already under contract to the studio and is working in 'Four Jills in a Jeep' with Carole Landis, Kay Francis, Mitzi Mayfair and Martha Raye.

"Miss Marr, Brooklyn magazine cover girl, came to the attention of studio executives when she was selected from among 40 of Hollywood's loveliest glamour girls for Technicolor closeups in the lavish opening sequence of 'Pin-Up Girl,' Betty Grable's starring musical."

A Star has Been Added!★

On the Army-Navy "E" Flag that flies over the Packard plant is a white star, for *continued* excellence in war production. It is there because Packard men and women—every one of them—have worked together, untiringly, to *get the job done.*

We are proud of the record they have made in the production of war materials. And we know, too, that when victory is ours, the same organization, the same engineering and the same teamwork will produce new and advanced automatic music systems which will carry Packard leadership to new heights.

HOMER E. CAPEHART (left), President of Packard Manufacturing Corp., and W. F. STRUBY (right), General Manager, join with employes' representatives at mass meeting celebrating addition of star to the Army-Navy "E" Flag awarded for continued excellence in production of vital parts for guns, tanks and aircraft.

Homer E. Capehart

PRESIDENT

PACKARD MANUFACTURING CORP.

Indianapolis, Indiana

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

RECORDS

Only records suitable for use on automatic phonographs are rated below. Side responsible for rating is listed first in each case.

KEY TO RATING

5★ EXTRA GOOD. Cream of the crop for the past 30 days. Timely, unique, clever, unusual and definitely above-the-average numbers.

4★ VERY GOOD. Possessing universal appeal. Suitable for any type of location.

3★ GOOD. Suitable for rounding out balanced programs. Numbers fading in popularity.

ABBREVIATIONS

FT—Foxtrot; W—Waltz; FT VC—Foxtrot with vocal chorus; V—Vocal; N—Novelty; OT—Old Time; HB—Hillbilly.

BLUEBIRD

No Records Received

CAPITOL

4★ 143 Ella Mae Morse
SHOO-SHOO BABY (FT V)
NO LOVE, NO NOTHIN' (FT V)

Two outstanding numbers that will ring the gong for coin machine operators. The "Cow Cow Boogie" girl is right at home on the lyrics of both ditties and the musical support of Dick Walters and his Orchestra is superb. Don't miss on this disc. Both sides invite your immediate attention.

4★ 137 Paul Whiteman—Freddie Slack
THE OLD MUSIC MASTER (FT VC)
WAITIN' FOR THE EVENIN' MAIL (FT VC)

Here is an unusual disc. On the first side Whiteman gives an excellent rendition to this picture tune and the guest star vocalists, Johnny Mercer and Jack Teagarden, will ask for nickels if they can be crammed on the program strip. Second side has Johnny Mercer in his well known "Salt Lake City" groove and doing vocals on a tune that gives him plenty opportunity to use his whole repertoire. Excellent.

3★ 138 Martha Tilton
COMIN' THRU THE RYE (FT V)
MOONDREAMS (FT V)

Benny Goodman's chirper, with Gordon Jenkins' Ork. backing, does a pair that will warm the blood of many but stop it cold in other veins. The Scotch number taken at swing tempo is its best claim to a featured spot on the stack. Platter mate is a Mercer-Mac Gregor ballad that Martha handles nicely with the help of the Mellowaires. Should attract the coin.

5★ 141 Mercer-Weston
G. I. JIVE (FT VC)
I'M GOING TO SIT RIGHT DOWN AND WRITE MYSELF A LETTER (FT V)

A pair of solid tunes that will click on any automatic phonograph. First side is an original by Johnny Mercer and sung by Mercer with Paul Weston and his orchestra in the background. Mercer is a polished showman and knows how to sell a tune. He does a bang-up job on the "G. I" tune and the humorous military lyrics will put it over big. On second side Mercer does an old ditty and brings it up to date with some modern lyrics. Smash hits. Don't skip this disc.

4★ 142 Jo Stafford
HOW SWEET YOU ARE (FT V)
OLD ACQUAINTANCE (FT V)

Jo Stafford breaks forth as a soloist to do a pair of tunes that merit attention. First side will carry the disc for it presents a dandy rendition of the hit tune from Warner Brothers "Thank Your Lucky Stars." Second side is from another Warner picture of the same name as the song. A neat disc that will make money for operators. Paul Weston backs up.

COLUMBIA

No Records Received

DECCA

4★ 18569 Lucky Millinder
DON'T CRY BABY (FT VC)
SWEET SLUMBER (FT VC)

Lucky Millinder picked a current favorite in the automatics in race locations for his first Decca recording since the lifting of the ban. Erskine Hawkins' recording of "Don't Cry Baby" has been giving a good account of itself in all parts of the country and this recording by Lucky will only serve to divide interest. Second side is a smooth ballad that doesn't pack too much interest for the automatics.

3★ 4426 Dick Robertson
NO LETTER TODAY (FT VC)
I WALK ALONE (FT VC)

Robertson has taken the Ted Daffin hillbilly hit and given it a modern and rhythmic treatment that will please in some spots but the hillbilly music addicts won't give it much of a tumble. "I Walk Alone" is another hillbilly ballad subjected to the Robertson method of modernization. Know your spots in planting this disc on your programs.

HIT

4★ 7070 Jan Garber
MY HEART TELLS ME (FT VC)
NO LOVE, NO NOTHIN' (FT VC)

4★ 7069 Jan Garber
THEY'RE EITHER TOO YOUNG OR TOO OLD (FT VC)
SHOO-SHOO BABY (FT VC)

This is the first quartet of numbers recorded for Hit under a new one session recording date originated by Eli Oberstein. (See story in this issue). All four numbers are current favorites and exceptionally well recorded with Bob Davis and the Quintet handling the vocal work on the first number and Liz Tilton committing herself admirably on the other three sides. Hit really comes into its own with two hits on each disc with this pair of recordings. Worthy of your spots—good or bad.

OKEH

No Records Received

VICTOR

4★ 20-1541 Dinah Shore
MEMPHIS BLUES (FT V)
SOMEBODY LOVES ME (FT V)

4★ 20-1542 Dinah Shore
SMOKE GETS IN YOUR EYES (FT V)
MAD ABOUT HIM, SAD WITHOUT HIM, HOW CAN I BE GLAD WITHOUT HIM BLUES (FT V)

3★ 20-1543 Dinah Shore
BLUES IN THE NIGHT (FT V)
HOW COME YOU DO ME LIKE YOU DO? (FT V)

4★ 20-1544 Dinah Shore
MY MAN (FT V)
HONEYSUCKLE ROSE (FT V)

This is an album of successes responsible for Dinah's rapid rise to fame as the vocal pin-up girl of the army. Six are old standards and two are numbers whose popularity she was mainly responsible for. All have orchestral accompaniment and are good entertainment as well as being good dance material. All eight numbers should do well on automatic phonographs.

The Clark Distributing Company's Pacific Coast Managers

AUBREY STEMLER
Los Angeles

DON W. CLARK
San Francisco

ED. HORISKEY
Seattle

Extend to You A Sincere

THANK YOU

for your many friendly courtesies in the past year, and a cordial wish for your good health and happiness throughout every day of the New Year.

We hope it will be our privilege to continue serving the Wurlitzer Music Merchants on the Pacific Coast for many years to come.

REVIEW MUSICAL POPULARITY POLL

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

DECEMBER, 1943

On Phonographs—

1. Pistol Packin' Mama
2. The Dreamer
3. Oh, What A Beautiful Morning
4. Paper Doll
5. Sunday, Monday or Always
6. People Will Say We're In Love
7. Put Your Arms Around Me, Honey
8. If You Please
9. Victory Polka
10. They're Either Too Young or Too Old

On Radio—

1. For the First Time
2. I Dug A Ditch
3. Candlelight and Wine
4. I'll Be Home For Christmas
5. How Sweet You Are
6. Oh, What A Beautiful Morning
7. Surrey With The Fringe On Top
8. Victory Polka
9. White Christmas
10. My Shining Hour

Best Selling Sheet Music—

1. Pistol Packin' Mama (Mayfair)
2. Paper Doll (Marks)
3. My Heart Tells Me (Bregman-Vocco-Conn)
4. They're Either Too Young or Too Old (Witmark)
5. People Will Say We're In Love (Crawford)
6. Oh, What A Beautiful Morning (Crawford)
7. Sunday, Monday or Always (Mayfair)
8. All or Nothing At All (Leeds)
9. In My Arms (Pacific)
10. Put Your Arms Around Me Honey (Broadway)

Best Selling Records—

1. Pistol Packin' Mama (Bing Crosby-Andrews Sisters) Decca 23277
2. Pistol Packin' Mama (Al Dexter) Okeh 6708
3. Paper Doll (Mills Brothers) Decca 18318
4. Sunday, Monday or Always (Bing Crosby) Decca 18561
5. People Will Say We're In Love (Frank Sinatra) Columbia 36682
6. People Will Say We're In Love (Bing Crosby) Decca 18564
7. Oh, What A Beautiful Morning (Bing Crosby) Decca 18564
8. Boogie Woogie (Tommy Dorsey) Victor 26054
9. I Heard You Cried Last Night (Harry James) Columbia 36677
10. My Heart Tells Me (Glen Gray) Decca 18567

IMMEDIATE RECORD SERVICE

WASHINGTON, D. C.
Southern Wholesalers, Inc.
1519 "L" St., N.W.

It Pays to Use VICTOR and BLUEBIRD RECORDS

RCA

On Wired Music—

1. Pistol Packin' Mama
2. Paper Doll
3. People Will Say We're In Love
4. Oh, What A Beautiful Morning
5. Sunday, Monday or Always
6. White Christmas
7. They're Either Too Young or Too Old
8. The Dreamer
9. My Heart Tells Me
10. Blue Rain

Western Hit Parade—

1. Born To Lose (Ted Daffin's Texans)
2. There's A Star Spangled Banner (Elton Britt)
3. When My Blue Moon Turns to Gold Again (Wylie Walker and Jean Sullivan)
4. No Letter Today (Ted Daffin's Texans)
5. Pins and Needles (Bob Atcher)
6. Home in San Antone (Bob Wills and His Texas Playboys)
7. Honey, I'm In Love With You (Kurt Massey's Westerners)
8. End Of The World (Jimmy Davis)
9. Dusty Skies (Bob Wills and His Texas Playboys)
10. Wabash Cannon Ball (Roy Acuff)

Sepia Hit Parade—

Top tunes in colored spots, supplied at press time by Otis Rene, of Excelsior Records, for exclusive publication in THE REVIEW:

1. Shoo Shoo Baby (Ella Mae Morse) Capitol
2. Don't Cry Baby (Erskine Hawkins) Bluebird
3. All For You (King Cole Trio) Capitol
4. Sweet Slumber (Lucky Millinder) Decca
5. No Letter Today (Dick Robertson) Decca
6. Pistol Packin' Mama (Bing Crosby) Decca
7. Cherry (Harry James) Columbia
8. Stompy Jones (Duke Ellington) Victor
9. Army Camp Blues (Ollie Shephard) Okeh
10. If You Please (Frank Sinatra) Columbia
11. Chauffeur Blues (Memphis Minnie) Okeh
12. Paper Doll (Mills Brothers) Decca

TURN PAGE

Lucky Strike Hit Parade—

(December 11)

1. My Heart Tells Me
2. They're Either Too Young or Too Old
3. People Will Say We're In Love
4. Paper Doll
5. Pistol Packin' Mama
6. Oh, What A Beautiful Morning
7. Choo, Choo Baby
8. Sunday, Monday or Always
9. For the First Time
10. Put Your Arms Around Me, Honey

Gutshall's Spot Busy

LOS ANGELES—It looked like "Old Home Week" at the Jack Gutshall Distributing Co. on December 9th when customers from all parts of the West converged upon the establishment and enjoyed a good old fashioned gab-fest while picking up equipment and supplies needed.

Those spotted at one time included Mrs. Dorser and Mr. and Mrs. Johnny Knowles, Bakersfield; Walter Gaunt, 29 Palms; George Wheelock, San Diego; Milton Noriega, Colton; M. C. Edwards, Las Vegas; and Sol Hanlon and Bill Simmons, Los Angeles.

Gutshall is enjoying a nice business on needle repointing and states operators are very pleased with the quality of the work and the service the repointed needles give.

Badger Peeps Big

LOS ANGELES—Hollywood Peep Shows, the new conversion that has revived the Panoram to the point where operation is even more profitable than when the machines were brand new, are selling like hot cakes at Badger Sales Co., according to Bill Happel, and operators who have ordered have already re-ordered after making tests.

The conversion makes it possible to change a Panoram over in five minutes to a single show unit featuring peppy subjects that really cop the coin. Units are provided with a large and attractive front display with "pin-up girl" pictures, signs and all necessary parts for a quick and easy conversion to astonishing profits.

Badger Sales has the distribution on the new Hollywood Peep Shows conversions for this area.

Buy Out A.M.I.

PHILADELPHIA—Herbert Sheward and Harold Reese, veteran music operators, have taken over the A.M.I. Distributing Co. in this area. A.M.I. had the Automatic Hostess wired music setup and Sheward and Reese plan on continuing the operation.

* * *

Wife: "The couple next door seems to be very devoted. He kisses her every time they meet. Why don't you do that?"

Husband: "I don't know her well enough yet."

Clark Back From Capitol

LOS ANGELES—Don W. Clark, head of the Clark Distributing Co., and member of the Industry Advisory Committee to the OPA on price ceilings for the coin machine industry, has returned to the coast from the first meeting in Washington.

It seems reasonably sure the OPA will separate the industry into four sections, namely: gambling devices, amusement tables, vending machines and music; and work our proper price schedules accordingly. Committee representatives were elected to head each section but formal announcement of the individuals must come through official OPA sources. Clark was elected chairman of the Tax Advisory Board on the Committee.

Next meeting will probably be held in mid-January although the members are subject to recall to Washington before then if the OPA so desires.

Laymon Has Sportsman

LOS ANGELES—Occupying the center of attention in the showrooms of Paul A. Laymon is the new Sportsman conversion from Bell Products Co. Game is a conversion from Blue Grass, Dark Horse, Sports Special, or Sport Event, and according to Laymon is the finest conversion game he has offered to date. Paul is booking a nice business on the game and adds, with emphasis, "Sportsman has no bugs. In fact I heartily recommend it to be our best!"

Laymon continues to do a nice business on exporting games and Arcade pieces to the Hawaiian Islands and has made a specialty on caring for the requirements of operators in that area. A sheaf of letters and orders from Island operators attest to the effectiveness of his personalized service.

In at Laymon's during the past month to pick up equipment and supplies, were: Carl Collard, Sidney Snyder, and W. A. Shorey, San Bernardino; Arthur Murray, Pismo Beach; Leo Vaughn, El Centro; John Patrick, Santa Maria; Mrs. Phil Brown and Fred Allen, Bakersfield; A. C. James, Huntington Beach; Jack Lipps, Santa Ana; Vern Winchell, San Gabriel; Frank Hardy, Oxnard; A. F. Dorfmeir, Fresno; Harry Gordon, San Diego; John Ketchersid, Homer Gillespie, M. F. Tillotson and Ray Twiss, Long Beach; and Leon Sizes, Tacoma, Washington.

Lowery In Colliers

LOS ANGELES—Fred Lowery, of the Horace Heidt Band, has an interesting biography, "Whistling in the Dark" by Arthur Mann, appearing in the December 18th issue of Colliers.

Gaunt Is Real Old Timer

LOS ANGELES—One of the real old timers in the coin operated music business is Fred Gaunt, manager of the Los Angeles office of General Music Co., who can tell some mighty interesting yarns about operating "'way back when."

When Gaunt was mustered out of the Army Air Corps at the end of the last World War after being stationed in France for sixteen months, he entered the music business and operated electric pianos in the Louisville, Kentucky, area. Later he and his brother had a distributorship for Seeburg coin-operated electric pianos in 1925 and enjoyed a volume business in the territory.

With the advent of the first automatic phonograph the electric piano was doomed to oblivion and immediately Gaunt became active with the new phonograph "contraption" and is credited with putting out the first automatic phonograph in Louisville. It was a far different machine than the ultra modern machines of today. The patron cranked the machine, inserted his coin, and enjoyed the scratching of a tone arm and un-amplified music. In fact, a tremendous improvement was acclaimed by operators and customers alike when Gabel introduced a phonograph with a cylinder holding 600 needles. The cylinder moved slightly after each record and a new needle dropped into position for the next record. Renditions were naturally better and customers dropped nickels by the thousands just to see the new fangled device work.

Next came amplification and Gaunt and his brother couldn't imagine how the phonograph could be improved much further. but it continued on its merry way, with new improvements constantly being added, until today no one will dare admit just how far and how great will be the improvements in the post war era.

Gaunt came West in 1929 and entered the operating business in California, and his brother, Walter, after losing $10,000 worth of phonographs in the great Ohio river flood, came West in 1933 and is today handling a substantial operation at 29 Palms. While located in Louisville, Walter was one of the largest phonograph operators in the country.

When Fred entered the business years and years ago he believed it to be a profitable field of activity and his opinion hasn't changed to this day. In the years ahead he predicts even greater opportunities for the alert operator.

During the past year and a half Fred has managed General's local office. With his thorough knowledge of the business and his keen foresight, he has kept the office supplied with the most complete stock of parts, tubes, phonographs and supplies in the West.

Kaplan Ends Good Year

LOS ANGELES — The Southwestern Vending Machine Co. is bringing to a close a very successful year and is eagerly looking forward to continuing to serve the operators of the West in the year ahead, according to Harry Kaplan.

"We've enjoyed a mighty fine year, thanks to the loyal patronage of our many friends and customers. We have aimed to always keep a good stock of parts and supplies on hand and equipment that the operator needs," said Kaplan. "Right now we have an unusually fine assortment of Arcade pieces. We recently purchased the Arcade of Arthur Moran at 527 South Main Street, and we invite operators to visit us and see our display. As usual, the customer is always right at Southwestern Vending."

PANORAM PEEK
CHANGEOVER
(PANEL and SCREEN)
COMPLETE AND READY TO INSTALL
$40.00
PANORAM PEEK SOUND FILMS
NEW RELEASE WEEKLY
Write for Information
LES LORDEN FILM EXCHANGE
244 S. Western Ave. Los Angeles 4, Calif.

IMPORTANT ANNOUNCEMENT

BY

THE MONARCH TOOL & MFG. COMPANY

In 1907 this company began the production of coin chutes and other parts for coin-operated machines and continued without interruption except during the first World War, and until stopped again in 1942 because of the shortage of metals due to the second World War.

Since then we have been devoting our facilities 100% to war work, and have been gratified to realize that we have been able to make a substantial contribution to the war effort.

However, this terrible world conflict is going to end sometime (just when, of course, nobody can guess) and when it is finally over, we expect to resume the manufacture of equipment for automatic coin-operated machines, with improved facilities and new products. We confidently expect the coin machine industry to experience a great revival, and we shall hope to share in the business that will result. The name MONARCH has been well and favorably known throughout the country and is a guarantee of QUALITY.

In the meantime, let us all continue to do what we can to bring about VICTORY. BUY WAR BONDS.

THE MONARCH TOOL & MFG. CO.

5 EAST THIRD STREET

CINCINNATI, OHIO

SALESBOARDS

ALL ORDERS SHIPPED SAME DAY RECEIVED

400 HOLES LUCKY BUCKS, SPEC. THICK, 5c, DEFINITE PROFIT $7.00.....$ .85
850 HOLES TICKER TAPE, A. SPEC. THICK JUMBO HOLES, 5c, AVERAGE PROFIT $24.63 PROT. 2.75
1000 HOLES GET YOUR PIECE, Spec. Thick, 5c, AVERAGE PROFIT $29.45 PROT..... 3.10
1200 HOLES TEN BIG FINS, THIN JUMBO HOLES, 5c, AVERAGE PROFIT $35.20..... 2.50
1200 HOLES VICTORY BELL, SPEC. THICK "C," 5c, AVERAGE PROFIT $38.57 PROT. 3.60
1800 HOLES LULU, SPEC. THICK, 5c, DEFINITE PROFIT $24.75..... 3.25
1000 HOLES J. P. CHARLEY, SPEC. THICK, 25c, 30-HOLE JACKPOT, AVERAGE PROFIT $52.00 PROT..... 2.50
1200 HOLES HAPPY CHARLEY, 25c, SPEC. THICK, AVERAGE PROFIT $77.00 PROT... 3.00
1000 HOLES CIGARETTE BOARDS 10 OR 20 SEC. ANY PAYOUT FROM 26 PKG. TO 40 PKG..... 1.00

LARGE STOCK PLAIN, TIP AND JACKPOT BOARDS. WRITE FOR PRICE LIST, STATING YOUR REQUIREMENTS. 25% DEPOSIT WITH ALL ORDERS—BALANCE C. O. D.

Michigan City Novelty Co., Box 66, Michigan City, Ind.

SOUTHERN CALIFORNIA

LOS ANGELES—December 15th was a big day in these parts. The lads and lassies of the industry sent their "uncle" nice amounts but none complained. Everyone realizes that war is an expensive enterprise and are willing to do their bit.

An outstanding service being rendered servicemen is fostered by B'nai B'rith, which has taken over a location close to the Hollywood Canteen. Showers, food and good beds are provided free and members aid in staffing the spot. In the industry Harry Kaplan, Mac Mohr and Phil Robinson are amongst those doing their bit in serving on various shifts.

L. B. McCreary is really on the move these days. Mac is dividing his time between the Los Angeles, Stockton and San Francisco offices of the E. T. Mape Music Co., but is still maintaining his home here.

Walter C. Bogenberger and his old operator-friend "Whitey" Ludden went into a huddle during the month and came up with a deal that will put "Whitey" in possession of an excellent ranch and home in the San Fernando valley. Ludden and the Missus are looking forward to getting their feet on the rich soil of the valley. Ludden is an expert on hoss-flesh.

D. H. Osborn, Piedmont, Calif., has closed a deal for his Sacramento route.

William Happel, Jr., is back at Badger Sales after a trip to Chicago and his branch in Milwaukee. Happel picked up equipment for his coast customers on his eastern jaunt.

Jack Mathis took on double harness in mid-November when he married a local lass.

Les Lorden is busy with his conversions for Panorams which makes it possible for showing a film to one individual only. Les has a slick list of films for such operations.

Lewis Kaplan, son of Harry Kaplan of Southwestern Vending Machine Co., is now located in Denver. His new wife, Joyce Steinberg, is with him. Lewis is at Lowry Field.

In town on a buying spree was Bill Shorey, of Inland Amusement Co., San Bernardino. Others, on the same mission, included Niles Smith, Bakersfield; Ben Korte, Los Banos; Milton Noriega, Colton; Johnny Nelson, Culver City; C. H. Robson, Santa Monica; Harry Perrine, Tehachapi, and R. Robb, Needles.

Walter Bogenberger sells fire insurance. When this REVIEW reporter visited his establishment on December 7th the dry grass and billboard on the vacant lot next to his office caught fire. Walter asked the fire department upon their arrival if they could "handle the job" and retired to his inner sanctum to listen to Pee-Wee and the Johnson family.

Modern Music Co. has purchased the music operations of D. D. Patton in Turlock, Calif.

Alpha Distributing Co. has taken on the distribution of Thriftee-Fix and has already appointed a number of jobbers and dealers among the coin machine trade. These jobbers and dealers are finding a ready sale among the operators. W. E. Simmons says this liquid weld sticks everything but the customer.

Bill Happel is again distributing gifts to his customers. He has a pocket set for the men and a gift for the women for Christmas.

Art Carp has purchased one of L. A.'s biggest night spots, a cocktail lounge and bar on Riverside Drive, to add to his music operations. Deal was arranged through the office of Walter Bogenberger.

To realize how old the coin music industry is, operators should see the collection of old musical machines at A. D. Osborn's, 2323 West Pico. The latest addition to the collection is a coin-controlled harp.

C. C. Chick, who operators in and around Portland, visited his brother here and purchased equipment the last of November.

Jimmy Jones, formerly associated with Southwestern Vending Machine Co., and more recently with an Arcade on Main Street, is now making El Paso his headquarters.

Mac Sanders, who has been working in a defense plant since closing his jobbing establishment after the outbreak of the war, has his plans all made for the post-war era. First to be taken care of will be a nice, long fishing trip.

Arsene Pernetti, who was associated with Maestro Music back in 1940, was named, along with three others, in a complaint filed for the State by Attorney General Kenny and directed specifically against a carload of 1000 cases of distilled spirits in the yards of the Union Pacific. State contends the whiskey involved is actually not whiskey at all and it is charged that water was used to take the place of alcohol and that other substances had been added. Black market value of the 1000 cases was estimated at $75,000.00.

Walter Bogenberger, Penn Mutual Life Insurance representative, is listed as second on the roster of top-notch salesmen of the local office. Walter, who formerly traded as C. Walters and Associates, has a bang-up finance deal ready for the post war era which he claims is the real McCoy.

Roy Smith of Desert Operating Co., Lancaster, visited Los Angeles and purchased a new Buick. Headed home with his new acquisition, he met a woman at an unexpected intersection and . . . WHAM. The Buick didn't look so good when it reached Lancaster.

Don Clark arrived on the Super Chief on the 9th for a three day visit to the local office of Clark Distributing Co., leaving here on the 11th for the main office in San Francisco.

Ken Strivers has been given an honorable discharge from the Navy and plans on returning to his operating of marble tables in this area.

Don Charters, former Los Angeles operator now stationed at Luke Field, Arizona, visited the Paul Laymon's during his furlough in early December. Another furlough visitor was Martin V. Smith, Oxnard.

Adding to the Christmas spirit, the local office of the E. T. Mape Music Co. erected a tree in the showrooms on the 16th. Beautifully lighted, it added considerably to the festive spirit.

Jack Gutshall is showing his friends a beautiful new rose gold wrist watch friend wife presented him with as a Christmas gift, a little before Saint Nick should really arrive.

Aubrey Stemler can sympathize with Roy Smith. On Sunday, Dec. 12th, he mutilated

WANTED

Used Seeburg Phonographs and Wallomatic Boxes—Any Model State Price and Condition

FOR SALE

Scales, Kirk Horoscope, Good condition, each.....$127.50
Seeburg Wallomatics, 1939.. 10.50
Seeburg Amplifiers for 12 Record, with Tubes..... 20.00
Seeburg Speakers for 12 Record 7.50
Speakers, New 2 Wire P.M. 12 inch Jensen.....$ 7.45
Seeburg Remote Control Speak Organs, good condition.. 27.50
Mills Amplifiers for Throne with Tubes..... 25.00

412 WURLITZER PARTS FOR MECHANISM, AMPLIFIERS, MOTORS, PICKUP HEADS, ETC. WRITE FOR PRICES

HAROLD W. THOMPSON

415 CAROLINA ST. SAN ANTONIO 3, TEXAS

his car to the tune of a couple of hundred dollars. Next day Aubrey was looking over the lots trying to pick out a replacement.

Otis Rene, of Excelsior Records, has had his second session of the year with the "flu." Current session was drawing to a close as this issue hit the presses.

Peep Shows Arrive

LOS ANGELES — "Hollywood Peep Shows" is the name of a new conversion for Mills Panoram now being manufactured and marketed by William Nathanson, and distributed by the leading jobbers and distributors across the country.

The conversion permits only one person to view the films while the music is amplified as loud as ordinarily to provide a "come on" attraction. Special films are used that are in line with today's preference for "leg art" and "pin-up" girls.

Unit is a deluxe job and is shipped to operators complete and ready for installation within five minutes, from simple instructions supplied. In the same length of time a Panoram can be returned to normal operation without defacing the machine in any way. The "Hollywood Peep Shows" set-up is complete with viewing unit, full color glamourlovelies behind glass panels to adorn each side of the viewer and add an extra ballyhoo to the conversion.

In lengthy tests in the West surprising results have been shown and in one instance nine such converted Panorams are grossing over a thousand dollars a week after several weeks of operation.

Initial announcement of the conversion unit, and the list of live wire distributors handling the "Hollywood Peep Shows", are in this issue.

Hula Nixed for Jive By Soldiers in Hawaii

The girls back home will be glad to hear that their soldier and sailor boys in the Hawaiian Islands are not spending their off-hours under palm trees whooping it up with the hula or other native music.

In fact, even the natives themselves, like our fighting men, are somewhat passing up the romantic tunes of the islands in favor of the hot, sweet, or swing offerings of such singers and bandsmen as Dinah Shore, Lena Horne, Duke Ellington, Tommy Dorsey and Sammy Kaye.

This was revealed by C. F. Chaussee, Merchandise Manager of the Mutual Telephone Co., Honolulu, who made a 6,000-mile trip to Camden, N. J., to confer with officials of RCA Victor, for which the Mutual Co. is distributor in the Territory of Hawaii.

It isn't that Hawaiian music has passed out of the picture—the boys like it, of course—it's just that America's leading music makers have landed and, like the Marines, have the situation well in hand. The fighting forces are getting their favorites on records, played on the thousands of portable, hand-operated phonographs and automatic phonographs in the islands.

This use of the small phonograph is particularly marked in the American submarines that prowl enemy waters, Chaussee said. There, with grave peril always present, the sailors enjoy the recorded classics as well as the popular pieces. Phonographs, Chaussee pointed out, are an important part of the submarines' recreational equipment because radio programs are of necessity ruled out.

On land and sea there is one almost inflexible, unwritten rule on music—"flag-waving" and nostalgic songs about sweethearts and lost loves are taboo.

"It's hard to believe the importance that has come to be placed on music by our boys on the islands," Chaussee said. "On days when cargoes from the mainland are opened (shipments of records arrive from a week to three weeks apart) the post exchanges and civilian music counters are jammed with service men standing three and four deep at the counters to get their records. Military authorities have recognized the value of music as a morale-builder and have assigned definite percentages of cargo space for records and phonographs.

"The Ships Service Store at Pearl Harbor does an important job in supplying the fleet. Chaplains use records for religious services. In the submarine fleet perhaps the most requested classic is DeBussy's 'Cathedral Under the Sea.'

"The war has brought phonographs and modern American music to practically every island—and there are many more of them than you think—scattered around in the Pacific. Even Midway Island has a juke box.

"Honolulu and the islands altogether will be the hub of Pacific trade, communications and airways after the war," he said. "And there is certain to be a terrific tourist business for the islands when the seas are safe again. But the war began at Pearl Harbor, and we'll be in there at the finish."

WURLITZER—ROCK-OLA

USED PARTS—A-1 CONDITION

WURLITZER PARTS

412 Amplifiers with Tubes	$14.50
412 Speakers	5.50
All Purpose Amplifier with Tubes, Good All Models, Including 24-500-600	18.50
616 Speakers	10.00
Motors	16.00
Record Trays	.35
Junction Boxes	1.25
5c Coin Chute, Any Model	4.00
10-25c Coin Chute, Any Model	1.25
Volume Controls	2.25
Tone Arms, 412-616	8.50
All Other Models Higher Parts for 24s—500s—600s Coin Chute As'mbly Comp. (412-616)	7.50
All Other Models Higher Motor Protectors	.60
25 Volt Transformers	1.50
Chokes for Amplifiers	1.00
Slug Proof Coin Mechanism, 616	6.50
Motor Drive Assembly, Complete	5.00
Main Gear	6.00
Rubber Cover Zip Cord, New, Per Ft.	.50

ROCK-OLA PARTS

Drive Motor	$15.00
Turntable Motor	11.00
Amplifiers with Tubes, 12-16 Records	12.00
Speakers	5.50
Micro Switches	1.35
Micro Pick-Ups	3.50
Main Cut-Off	1.00
Record Trays	.25
5c, 10c, 25c Coin Chute Assembly (Comp.)	3.00
Selectors (Comp.), 12—16	2.00
Rotary Converters	13.50

Tubes and New Accessories

#2A3	$2.00	#30	$1.10
#5Y3	1.00	#38	1.10
#5U4G	1.00	#45	1.20
#6L6	1.85	#56	.75
#6SC7	1.85	#76	.85
#2051	2.60	#80	1.00
#47	.95	#57	.85

OHM Resistors, 10 Volts, All Sizes	.35
OHM Resistors, 20 Volt, All Sizes	.55
16 MF Condensers	1.10
16 MF Condensers (All Metal)	1.85
100 Ass't Carbon Resistors	3.00
In-Put Transformers, 412-616	2.50

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FACTORY REBUILT—READY FOR LOCATION IN PERFECTLY CLEAN WORKING ORDER

"TRAP THE JAP," Munves' Chicken Sam Complete Conversion. It's Entirely Different in Appearance. Doubles Your Play. Cabinet Beautifully Repainted. Mechanically It Is a Chicken Sam, Factory Overhauled.....$169.50

GUNS

Shoot the Chutes (Parachutes)	$150.00
Keeney Air Raider	235.00
Keeney Submarine	200.00
Air Defense	225.00
Bally Rapid Fire	245.00
Baker Sky Pilot	185.00
Exhibit Pistol Range (1 or 2 Players)	175.00

AMUSEMENT

Genco Playball, late model	$169.50
Western Deluxe Baseball	125.00
Western Major	175.00
Rock-Ola World Series	85.00
Groetchen Skill Jump, with stand	55.00

ATHLETIC

Exhibit Knockout Puncher	$165.00
Exhibit Champion Puncher	165.00
Exhibit Star Striker	145.00
Exhibit Dumbell Lift	115.00
Mills Punching Bags	160.00
Ball Grip	125.00
Lighthouse Grip	125.00
Striking Clock	125.00
Barnhardt Dial Striker	125.00
Raise the Devil Grip	150.00

Sensational New Midget Skeeball.....$239.50

ALSO

MUTOSCOPE, Love Teller, Bangaway, Love Pilot, Career Pilot, Punching Bag, Sky Fighter. NIGHT BOMBERS.

WRITE FOR PRICES OF THESE AND OVER 500 OTHER MACHINES

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

Clark Offices Busy

LOS ANGELES—It's just a daily fight to get enough equipment to fill orders, according to Aubrey Stemler, manager of the local office of the Clark Distributing Co., and when the doors close each week-end they're generally sold out of everything on hand. New equipment is a thing of the past at the moment and used equipment goes out as fast as it is received.

Recent visitors bent upon loading up on equipment included Tillotson from Long Beach; Mrs. Phil Brown, Bakersfield, who increased a large order; Ben Korte; Jack Arnold, Barstow; Walter Schinkal, San Diego; and Mel Heinman, of the L. A. Mel-O-Music Co.

In addition substantial shipments went out to George Culver, Calexico, Calif., and the Bergstrom Music Co., Honolulu.

Gutshall Does It Again

LOS ANGELES—Following through with his reputation for having the best nude calendar subject every year, Jack Gutshall, of the Jack Gutshall Distributing Co., has an entrancing full color study of "Lady in the Dark" which is currently winning the plaudits of local coinmen.

In the deluxe size it is a work of art and entitled to deluxe framing. It is a worthy follow-up to the incomparable "Sweet and Lovely" which wowed the boys last year.

Ampudia In L. A.

LOS ANGELES — Manuel Ampudia, Wurlitzer dealer in Mexico City, was the guest of Don Clark and Aubrey Stemler during the week of December 5th, and returned to Mexico City via Pan American Airlines on the 12th.

Trip was a buying expedition for Ampudia and at the same time plans were laid for a hunting expedition into the Mexican interior sometime in January when "Mike" Hammergren arrives on the Coast from Chicago. He, in company with Clark and Stemler, will join Ampudia on his ranch in Chihuahua.

Ampudia is an expert pistol shot and is reputed to have the third finest private collection of hunting trophies in the world.

WANTED

Authentic Relics of Maximilian and Carlota of Mexico

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Give Full Description (Photo if Possible) and Best Cash Price

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Box 1000
COIN MACHINE REVIEW
1115 Venice Blvd.
LOS ANGELES 15, CALIF.

MAPE CHANGES

(Continued from Page 25)

Machine. Thereafter followed years of operating routes in Los Angeles county and activity in the jobbing and distributing business up to the time of joining Mape Music on November 6th.

"Needless to say that I am very happy to have the opportunity to join the E. T. Mape Music Co.," said Beutler in speaking of his appointment. "I certainly will be happy to welcome my many friends even if just to say hello and I assure all of you that I will do my very best to see that you get the service and kind consideration at all times that has been synonymous with the name Mape since the founding of this office."

Beutler comes from a seafaring family and followed the sea himself in his boyhood days. He has always been interested in importing and exporting and currently is matriculating in a special University of California extension course on importing and exporting, with an eye to the post-war era when the Mape organization may expand their sales to all parts of the Pacific area.

From San Francisco came the announcement that "Ed Mape and L. B. McCreary are both happy to have secured the services of Bert and feel that with him as manager, their Los Angeles branch is in very capable hands."

Oberstein Gets Singles

NEW YORK—Eli Oberstein, head of Hit Records, has launched a series of single recording dates with various prominents in music fields unattached by term contracts to one of the big three. First band to work for Oberstein was Jan Garber who cut four sides on November 17th under a contract which prohibits him from recording the same four tunes for any other company within three years.

Oberstein is working the same deal with Abe Lyman and hopes to follow with Sunny Dunham and Connee Boswell.

CIG. COMMUNIQUE

(Continued from Page 16)

and "service" will have to be something more than just a word in the trade names of some of us.

In the know predictors say that Germany will cry Uncle (Sam) in from 4 to 6 months. And that then reconversion in business will startle some of us who may be sitting back, selling all the merchandise we can lay our hands on and maybe feeling that we certainly are smart business men because everyone wants our goods and service.

Unemployment will show up in many areas until factories can be changed back to peace time production. Japan will still be unlicked but one war will not take the terrific production that two wars take.

So, don't forget to give some thought to some drastic business changes that are definitely sure to come (maybe sooner than we expect) in all business—and this includes our business of selling cigarettes via vending machines.

Leaving Brand Labels Off

Some operators are taking all brand labels out of cigarette machines and letting the package tell the content of each column. National machines lend themselves best to this idea, Uneedapaks (A-1' and 500's) also work out okay. Rowes do not show the packs as well but they can be used this way. The reason for doing this is, of course, because with present shortages, you may have a brand this week and have none next week. It takes too much time to continually change labels but by leaving labels out you can change brands without any trouble. Post-war machines should be made so that brand labels on the machine itself are not necessary. Surely would save us all a lot of time.

MERRY CHRISTMAS, ALL!

* * *

Salesman: "These stockings are the very latest pattern, fast colors, hole-proof, won't shrink, priced far lower than elsewhere, and a very good yarn."

Steno: "Yes, and you tell it well."

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DECEMBER, 1943

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Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers

"THIS YEAR, LET'S PAY THE BONUS IN WAR BONDS

. . . and drive even harder on the pay-roll savings plan!"

Make War Bonds the Christmas Order of the Day. Urge your workers to make their personal Christmas gifts in the form of War Bonds—and practice what you preach! Make this a 100% War Bond Christmas—to insure future Yuletides of peace and prosperity.

Make up your own posters to spread the "War Bonds for Christmas" story across your plant. Tell the story again and again on bulletin boards, in your plant magazine, and on pay envelope stuffers.

But don't forget your basic, all-important Pay-Roll Savings Plan. How's it going, these days? Perhaps it needs a bit of stoking-up right this very minute, to hold its full head of steam against the competitive demands of the holiday season.

Well, you're the man to stoke it! You can't expect it to keep running indefinitely on last summer's enthusiasm. See to it that your participation percentages, and your deduction percentages, *both* end up the year at new levels.

Every month, now your Pay-Roll Savings ought to run well ahead of the preceding month. *For so many families that formerly depended on the earnings of a single worker, now enjoy the combined earnings of several.* Such *family* incomes are doubled, trebled, even multiplied many times.

Now's the time to turn as much as possible of these increased earnings into War Bonds—War Bonds for Christmas . . . and War Bonds the whole year 'round!

GIVE THE PRESENT WITH A FUTURE—WAR BONDS!

This space contributed to Victory

This advertisement prepared under the auspices of the United States Treasury Department and the War Advertising Council

Bargain Mart

5c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c, guaranteed heavy paper, 65c a thousand in 25,000 lots, 75c single thousand. Accurate Penny Coin Counters, heavy aluminum, $1.25. Belt Pocket, 35c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

EXPERT SLOT REPAIRING

We specialize in adjusting, tightening, cleaning, greasing and repairing Slot Machines and Vest Pockets. Have them buffed and painted to increase earning power. Let GRAHAM do the job. 212 East Palmer Avenue, Glendale 5, Calif. Phone: CItrus 1-1093 (SS-C)

COIN WRAPPERS

Tubular 1c, 5c, 10c, 25c and 50c sizes. 60 pound Heavy Kraft Paper. Every Wrapper a PERFECT WRAPPER. Open Quickly. Guaranteed lowest prices. Free samples on request. Immediate Delivery. MAX SCHUBB, Successor to Schubb & Company, Box 313, Muskegon, Michigan. (NDJ-P)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 1417½ West Pico Blvd., Los Angeles 15, Calif. (OND-P)

WIRE YOUR BEST OFFER

Mills 50c Blue Front, Pace 50c Comet, Challenger, 5c Saratogas; Exhibit Races. COLEMAN NOVELTY, Rockford, Ill. (NDJ-P)

WANTED

Mills Weighing Scales. Big dial models. "Your Exact Weight." Will pay cash for one or quantity. Write now. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (NDJ-P)

USE MARBLES

as substitute for Ball Gum in Prize Ball Gum Machines. ½ to ⅝ size. PENNY KING COMPANY, 333 Castle Shannon Blvd., Pittsburgh 16, Pa. (OND-P)

PHOTOMATICS

Will buy early or late models Mutoscope Photomatics, CASH. State fully condition, model, and give best cash price. TONY BRILL, 311 N. Reno St., Los Angeles 26, Calif. Phone: DRexel 5831. (6-44-C)

WANT TO BUY

What have you? Want to sell. What do you need? Coin machines of every description. X. L. SALES CO., 959 South Hope Street, Providence, R. I. (OND-P)

MUSIC BOXES

Cigarette and Candy Machines — All makes and models — ready for location. Under market prices. Uneedapak parts. Will buy or sell. M. POSTEL, 6750 N. Ashland, Chicago, Ill. (OND-P)

WANTED MILLS SCALES

Big Dial models. "Your Exact Weight" style. Will buy as is, complete but not necessarily in operating condition. BABE LEVY, 2830-10th Court South, Birmingham 5, Ala. (NDJ-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 485, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

FOR SALE

Egyptian Seeress, $45.00; Bally Ranger, $50.00; Wurlitzer 61 with base, $75.00; 3-Way Grippers, $12.50; Texas Leaguer, $30.00; others. WIMPY, Box 265, Red Bud, Illinois. (D-P)

PHONOGRAPH ROUTES WANTED

I will buy, for cash, Phonograph Routes any size, anywhere in the Western States. Give full details in first letter and lowest cash price. BOX 505, COIN MACHINE REVIEW, 1115 Venice Boulevard, Los Angeles 15, Calif. (TF-C)

PHONOGRAPH RECORDS WANTED

Look Ops! For our choice of your records we pay fourteen cents each and brother that's tops since the market laid an egg in 1929. The big music Ops deal with Devie's, California's largest used record dealer at 1612 Cahuenga Boulevard in Hollywood. (TF-C)

7 COLUMN AND 9 COLUMN

DuGrenier Cigarette Machines, factory reconditioned and refinished like new; operating on all coin combinations. Send for list. X. L. SALES CO., 959 Hope Street, Providence, R. I. (OND-P)

8 ERIE DIGGERS

30 National Selective 5c Candy Bar Machines, $22.50 each. 10 Mutoscope—Merchantmen Diggers, Cigarette Machines, Watling Scales—low model. NATIONAL, 4242 Market, Philadelphia, Pa. (OND-P)

COIN MACHINE REPAIRING

Slot machines, all makes; Counter Games, Paces Races, Bakers Pacers. All workmanship guaranteed. BARNEY McCOY, 4941 9th Ave., Sacramento, Calif. (NDJ-P)

WRITE US

for information and prices on carefully reconditioned 5c Selective Candy Bar Vending Machines. All kinds. Also many 1c Vendors. ADAAR COMPANY, 733 South Euclid Avenue, Oak Park, Ill. (OND-P)

WANTED

Scales, Card Venders. Have for sale: Jergens Lotion 1c, Handkerchiefs 10c; Peanut Venders. AUSTIN, 3234 Sterling, Alameda, Calif. (DJF-P)

WANTED AT ONCE

Radio Rifles. Also Bally King Pins, Photomatic Machines, Photoframes. Will pay top dollar. Any quantity. Advise condition, price, etc. LEMKE COIN MACHINE CO., 31 West Vernor, Detroit 1, Michigan. (DJF-P)

BALL GUM WANTED

170 or 180 count. What price and how much available monthly. Write BOX 535VP, COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (D-P)

FOR SALE

New penny peanut Shipman Machines. Make best offer for twenty I have left. SYRACUSE SALES CO., Box 741, Syracuse, N. Y. (DJF-P)

RADIO FOR SALE

New RCA Victor Push Button table model radio. Used two months by paratrooper. $68.50. See it at our offices. COIN MACHINE REVIEW, 1115 Venice Boulevard. Los Angeles 15, Calif.

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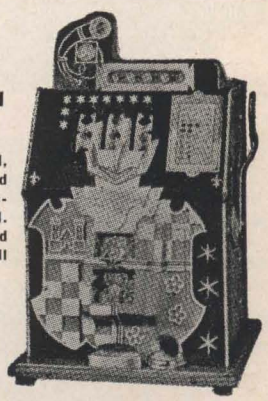
SLOT MACHINES REPAIRED and REFINISHED

Machines adjusted, tightened, cleaned and greased. Defective parts replaced. Have them buffed and painted. We call and deliver.

Coin Machine Service

1070 Thompson St. Glendale 1, Calif. Tele. CItrus 3-3721



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COIN MACHINE REVIEW,
1115 Venice Blvd.
Los Angeles 15, Calif.

SEND CASH WITH ORDER { **5c a Word** / **3 Insertions at Price of 2**

Kindly insert the following ad.....times in your "BARGAIN MART" section. Herewith is remittance in full in the amount of $.....

BLIND ADS 10c EXTRA TO COVER COST OF POSTAGE

AD COPY.....

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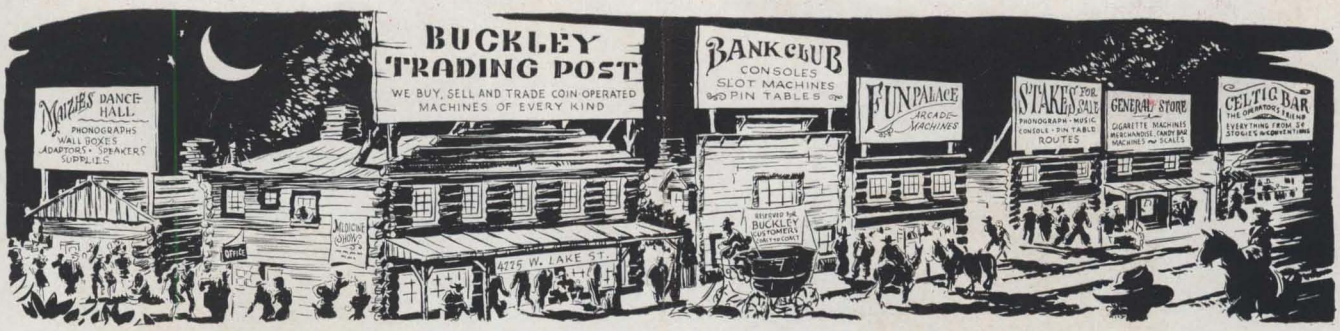
Name and address should be included in the word count. Copy must reach Los Angeles office by tenth of each month.

Mention of THE COIN MACHINE REVIEW is your best introduction to our advertisers



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when you want to **BUY**
or when you want to **SELL**

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COMPLETE MUSIC SYSTEM EQUIPMENT
WALL BOXES—ADAPTERS—SUPPLIES

Buckley Boxes—New	**$35.00**
Buckley Boxes—Rebuilt	**25.00**
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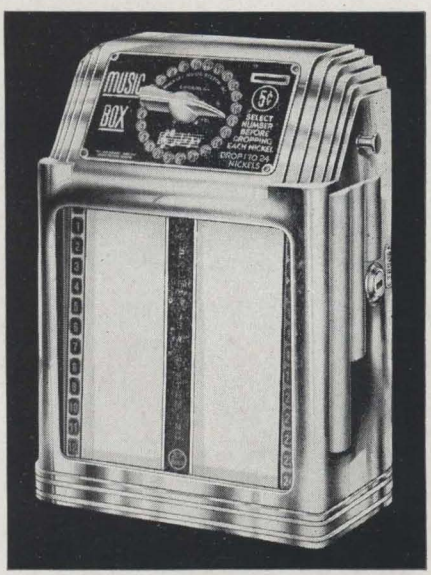
THE BUCKLEY BOX



BUCKLEY DIGGERS

Rebuilt Treasure Island	**$ 55.00**
Rebuilt De Luxe	**100.00**

SUPPLIES

Buckley Zephyr Cabinet—New	**$11.25**
Perforated Program Strips, Per M. Sheets	**3.50**
Buckley Long Life Needle	**.35**
Buckley 275A Bulbs	**.12**

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Supreme Gun—
Shoot Your Way to Tokio.
Introductory Price, $330.00

Wire or Mail Orders Today.
All Prices Subject to Prior Sale. Terms Cash With Order.

WRITE For Complete List

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Seeburg Envoy
Seeburg Regal
Wurlitzer 500
Wurlitzer 600
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Rockola Monarchs
Rockola Standards
Rockola DeLuxes
Mills Empress
Mills Throne of Music

CONSOLES

Keeney Super Bells
Keeney '38 Track Time
Keeney '38 Skill Time
Mills Three Bells
Mills Four Bells
Pace Reels—Combination

SLOT MACHINES

Mills **Jennings** **Watlings**

Complete Routes—Give us a list so we can make an offer.

WE BUY—WE SELL

Send for Complete List—Send Your List of Machines for Sale

BUCKLEY TRADING POST

4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

ERNIE BRENNAN, Manager
San Francisco Office

WILLIAM PARR
Owner

FRED GAUNT, Manager
Los Angeles Office

To Our Friends:

A VERY MERRY CHRISTMAS

and

BEST WISHES FOR 1944

★

Thank You for Your Patronage in the Past. We Hope It Will Be Our Privilege To Serve You for Many Years To Come.

★

GENERAL MUSIC COMPANY

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Los Angeles 6

WILLIAM PARR
Owner

Ernie Brennan, *Manager*
1157 Post Street
San Francisco 9